

UNIVERSITY OF VAASA

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“Bombertakki fotoprintillä”

The Translation of Anglicisms Back into English in Finnish Online Stores
for Children's Clothing

Master's Thesis in English Studies

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ABSTRACT:

Tämä pro gradu -tutkielma käsittelee suomenkielisten anglismien kääntämistä takaisin englannin kielelle suomalaisissa lastenvaateverkkokaupoissa. Tutkielman tavoite on selvittää se, millaisia anglismeja suomalaisissa lastenvaateverkkokaupoissa käytetään, sekä se, käytetäänkö tietynlaisten anglismien kääntämisessä tietynlaisia käännostrategioita. Tutkimuksen aineisto koostuu yhteensä 44 anglismista sekä niiden käännoksistä, jotka on kerätty neljän eri lastenvaateverkkokaupan tuotteiden tuotekuvauksista. Anglismi on kielen piirre, esimerkiksi sana, joka on muokattu tai siirretty englannin kielestä johonkin toiseen kieleen, tai joka on jollain tavalla englannin kielen inspiroima tai edistämä.

Tutkimusmenetelmä on kolmijakoinen. Verkkokaupoista kerätyt anglimit jaotellaan kahdella eri tavalla – anglimityypin, sekä niiden kääntämisessä käytetyn käännostrategian mukaan. Käännostrategia on menetelmä, jota käytetään tietyn käännosongelman, esimerkiksi yksittäisen sanan, kääntämiseen. Anglismien jaottelu niiden tyyppin mukaan mahdollistaa tutkielman ensimmäisen tavoitteen saavuttamisen. Toinen tavoite saavutetaan, kun anglimityyppejä ja anglismien kääntämiseen käytettyjä käännostrategioita vertaillaan keskenään.

Analyysissä selvisi, että suomalaisissa lastenvaateverkkokaupoissa käytetyt anglimit kuuluvat pääasiassa Overt lexical borrowings -kategoriaan, eli ne ovat joko suoria tai kirjoitusasultaan muokattuja lainoja englannin kielestä. Anglimityyppejä ja käännostrategioita vertaillaessa kävi ilmi, että kolmessa viidestä anglimityypistä on havaittavissa eniten käytetty käännostrategia. Näin ollen on mahdollista päätellä, että tietynlaiset anglimit käännetään, ainakin osittain, käyttämällä tietynlaisia käännostrategioita. Tulokset kuitenkin erosivat osittain alkuperäisoletuksista niin anglimityyppien kuin käytettyjen strategioidenkin osalta. Tuloksista on mahdollista tehdä päätelmiä myös esimerkiksi tiettyjen käännostrategioiden valitsemisen syistä.

KEY WORDS: translation, Anglicisms, translation strategies, online stores

1 INTRODUCTION

This Master's thesis studies the translation of Finnish-language Anglicisms back into English in Finnish online stores, more specifically, in the online stores of four high-quality children's clothing companies. The Anglicisms were collected from the original Finnish-language versions and their translations from the English-language versions of the websites. The collected Anglicisms will be categorized and the translation strategies used in translating them analyzed. My research questions are: (1) What kind of translation strategies are used when translating Finnish-language Anglicisms back into English and (2) Are certain kinds of Finnish-language Anglicisms translated back into English using certain kinds of strategies. My assumption is that the Anglicisms are translated using the strategy of literal translation, which means that the Anglicisms are translated back to the English word they originally stemmed from. I base my assumption on literal translation being considered the "default strategy" in translation (Chesterman 1997: 94).

First, it is vital to familiarize oneself with Anglicisms. In short, Anglicisms are elements of English used in a language other than English. They can be words, ways of spelling, pronunciation, conjugation, or any element of language that is inspired by models of the English language. They are often first used by the media and then start to slowly appear more and more in other contexts, too. They are further spread by influential people, such as politicians and heads of state, who base their narratives when communicating with the public on sources that are originally in English. Anglicisms are also spread further with the use of products that originate from Anglophone cultures and do not have existing domains in, for example, the Finnish language. Translated products such as movies and literature also bring Anglicisms into other languages. (Gottlieb 2005: 170–172)

Anglicisms are undoubtedly proof of the strong position that English holds as the *lingua franca* of the world. Fields such as business, commerce and politics are known for favoring English, but as the Internet continues to unite the world, Anglophone cultures bring elements of English into our daily lives as well. Pirjo Hiidenmaa states in her book *Suomen kieli – who cares?* that: "We come across English daily in the form of loan words. Clothing stores sell 'svetareita, leggingsejä, bleisereitä, toppeja' – the words give the

products extra value” (Hiidenmaa 2003: 77 [my translation])¹. This extra value provided by English and Anglicisms has clearly been noticed by several Finnish children’s clothing brands since many of them have adopted the style of mixing Anglicisms into the original Finnish texts in their online stores.

My interest in the subject stems from my personal life – after becoming a parent, I started to engage in online shopping in order to purchase clothes and other commodities for my baby as effortlessly as possible. I joined a few buy and sell groups for children’s clothing on Facebook and soon noticed that there were several brands that fellow parents seemed to favor more than others. I started paying more attention to these beautiful, high-quality clothes and the way other parents described them in their posts. I began seeing “Finnish” words that I had never heard before, such as *frilla* and *bloomersit*. The first times I visited the clothing brands’ own online stores, I realized that the phenomenon was not only created by blog-reading, Instagram-following young parents – it was also created by these Finnish companies themselves. Anglicisms were all over their stores, on the front pages, product categories, product names and product descriptions. The companies were making conscious decisions to use English instead of Finnish, and I knew then that Anglicisms would be an interesting subject of study.

Because my personal passion, in addition to children’s clothes, is the English language and translation, I also visited the English versions of each of the four online stores. I looked at the English translations of each Finnish-language Anglicism and soon became intrigued about the way that the Anglicisms were translated back into English. Besides being interesting, the translation of Anglicisms is also a rather neglected field in translation studies – I have been able to find a few studies on Anglicisms, but none about the way that they are translated back into English. There is also an extremely limited amount of information available on Anglicisms in the Finnish language. The aim of this thesis is therefore to provide more information about the translation of Finnish-language Anglicisms into English.

¹ ”Englantia tavataan kielessämme päivittäin myös lainasanoina. Vaatekauppiat myyvät svetareita, leggingsejä, bleisereitä, toppeja; sanat tuovat lisäarvoa tavaralle” (Hiidenmaa 2003: 77)

Online stores seem to bring Anglicisms into our homes and daily lives at an increasing rate. Over the past decade or so, online stores have become an important part of everyday consumption. In Finland, the use of online stores is growing annually. During a three-month period, people between the ages of 17 and 75 had shopped online 1.5 times more in 2014 than in 2009. Ages 65-74 is the most rapidly growing age group, whereas the slowest growth is with people between the ages of 25 and 34. The latter is, however, the age group that shops online the most. Clothes and shoes is the third most common product category that 17-75-year-olds shop online, right behind accommodation and travel (tickets and other services). Buying clothes and shoes online has gained popularity relatively quickly during the past years, especially in rural areas where there are less offline stores. (Statistics Finland 2014)

The growing popularity of online stores combined with the vast spreading of English around the world leads to the phenomenon at hand also relating to the field of translation. When an online store manages to increase the size of their customer base, they are eventually faced with a need to provide their website in foreign languages as well – not only, in this case, in Finnish. Since English is undoubtedly the lingua franca of the world, it is often the first foreign language that websites are translated to. This means that, together with the rest of the text, the company also has to translate the Anglicisms that have already been modified from English, back into English. In this thesis, I will explore the translation of Finnish-language Anglicisms that have been collected from four online stores that sell children's clothing. The online stores, both the Finnish and the English language versions, were carefully examined. I collected each Anglicism that appeared in the description texts of each children's and babies' product. The Anglicisms are presented in full in the next section.

I chose four clothing brands as my material: GuGGuu, AARREkid, Vimma and KiddoW. The brands are presented in more detail in the following section. I read the product descriptions of babies' and children's products carefully, collecting the Finnish-language Anglicisms from the Finnish language versions and their English translations from the English language versions of the stores. In this study, I will categorize them according to

an Anglicism type categorization by Henrik Gottlieb (2005: 164–166). I will thus be able to answer my first research question: What kind of translation strategies are used when translating Finnish-language Anglicisms back into English? In order to answer my second research question, Are certain kinds of Finnish-language Anglicisms translated back into English using certain kinds of strategies, I must conduct another categorization. I will categorize the Anglicisms according to the translation strategies used in translating them. The translation strategies are originally by Peter Newmark (1988: 68–90) and Andrew Chesterman (1997: 92–112).

Once I have gained the needed information about Anglicism types and the strategies used in their translation, I will compare these two features together. Discovering whether Anglicism types and translation strategies correlate in any way will help me answer my second research question. By the end of my analysis, in addition to finding answers to my research questions, I hope to also provide more insight on the different matters, such as sentence types, space restrictions and the translators' skills, that also affect the way that certain Anglicisms are translated. The reasons for choosing certain translation strategies may therefore be due to other matters than the type of the Anglicism, too. I also intend to analyze what the choice of strategy says about the Anglicisms, the translators of the texts as well as the companies themselves. Finally, I will discuss the limitations that this study might have and make suggestions for future research.

In the following section, I will introduce the clothing companies and the Anglicisms that were collected from their online stores. The section after that will focus on the methods used to analyze the material and to find answers to my research questions. Chapter 2 is dedicated to the role of English in the world and in Finland. I will also research the way that Finnish-language Anglicisms are received by native speakers of Finnish. In chapters 3 and 4, I will examine Anglicisms and translation strategies in more detail. In chapter 5, I conduct my analysis. Chapter 6 ends the thesis with my conclusions.

1.1 Material

The material for this thesis comprises of 44 Anglicisms and their English translations collected from the online stores of four Finnish children's clothing companies, GuGGuu, AARREkid, Vimma and KiddoW. The data was collected on February 27th, 2019. For the material, the children's clothing sections of each online store were examined. Two of the brands, Vimma and AARREkid, have separated babies' clothing and children's clothing – both sections were analyzed for this thesis. Some of the stores also sell adult clothing and décor, but these sections were excluded from the material since the main focus of the thesis is on Anglicisms used in texts about children's clothing. From the children's clothing sections, the descriptions of each item of clothing were analyzed. Product names were left out because they were almost all in English, thus not containing any Anglicisms to study. Product categories were also excluded due to the lack of Anglicisms; they were in Finnish in the Finnish versions and in English in the English versions.

Some established Anglicisms were excluded since they have been used in Finnish for decades without other translations emerging. For example, an item of clothing called “body” was included in the Finnish *äitiyspakkaus* (*maternity package*, a free package for expecting parents containing baby clothes and other necessities) for the first time in 1994 (Kaksplus 2017) and has since maintained its position in both the maternity package and the Finnish language. Anglicisms that are not as established were all included in the material. These newer Anglicisms were defined as Anglicisms that have become a part of Finnish fairly recently, in the 21st century. Some of the Anglicisms, such as *leggingsit* (*leggings*) are quite common and were found in all four online stores. There were sometimes differences in the way they were spelled, but I chose to only take into account the correct spelling and list Anglicisms like this as one Anglicism.

Table 1 below lists all of the 44 collected Anglicisms. The Anglicisms collected from the Finnish versions of the sites, listed in bold, are followed by their English translations collected from the English versions of the sites, listed in italics. As mentioned earlier, some of the Anglicisms appear more than once, sometimes in several online stores. If the Anglicism appears more than once, but always has the same translation, it is only listed

once. If the same Anglicism has various translations, they are all mentioned in the italicized *translation*-section (see, for example, *leggings*, *sweatpants*, *no translation*). If various Anglicisms have the same translation, they are all mentioned in the bolded **Anglicisms**-section (see, for example, **tägi**, **label**). If the Anglicisms or translations are separated with a slash, the words appear together in the original text as well (see, for example, *collegehaalari/jumpsuit*). All compound errors and other misspellings were kept as they were.

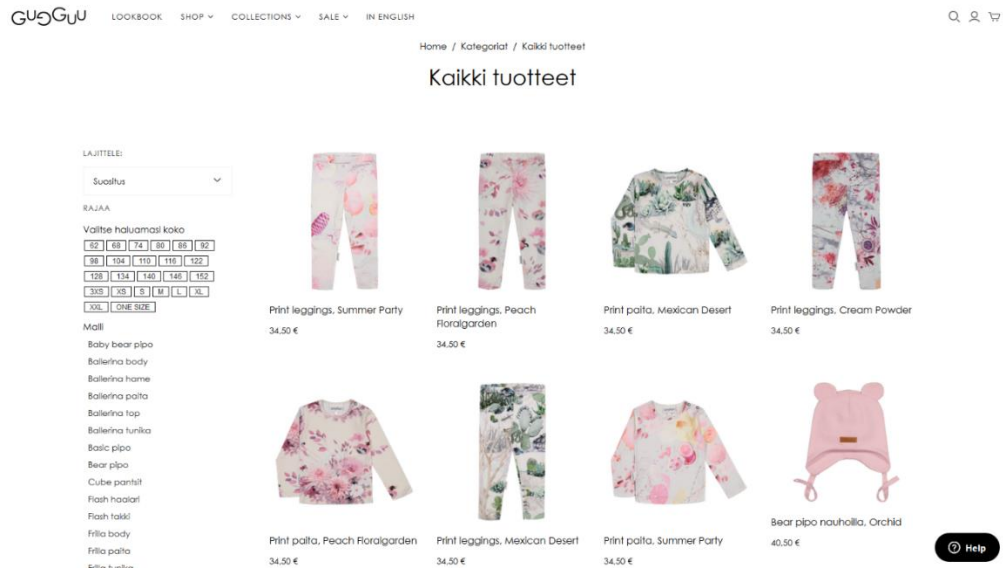
Table 1. Anglicisms

Anglicism	Translation	Anglicism	Translation	Anglicism	Translation
Pantsit	<i>Pants</i>	Bombertakki	<i>Bomber jacket</i>	Collegehousut Collegehousut Collegehousut	<i>Leggings</i> <i>Sweatpants</i> <i>No translation</i>
Frillahihat Frillahihat	<i>Frilla sleeves</i> <i>Frill sleeves</i>	Orgaaninen	<i>Organic</i>	Joustocollege	<i>Cotton</i>
Frillamekko	<i>Frilla dress</i>	Haarem- tyylinen	<i>Harem style</i>	Jumpsuit- haalari	<i>Jumpsuit</i>
College College	<i>Sweatshirt</i> <i>College</i>	Tuubihuivi	<i>Tube scarf</i>	Frillakoristeet	<i>No translation</i>
Frilla body	<i>Frilla body</i>	Leggingsit	<i>Leggings</i>	Fotoprintti	<i>No translation</i>
Unisex Unisex	<i>Unisex</i> <i>No translation</i>	Bodyhaalari	<i>Jumpsuit</i>	Oversize	<i>Oversize</i>
Printti	<i>Print</i>	Baggy-malliset	<i>Baggy</i>	Oversize- mallinen	<i>No translation</i>
Design	<i>No translation</i>	Ribbi	<i>Rib</i>	Baggy housut	<i>No translation</i>
Haaremi	<i>Baggy</i>	Chinot	<i>Chinos</i>	Frillapaita	<i>No translation</i>
Culottes malliset	<i>Culottes pants</i>	Frillat	<i>Frill</i>	Nude	<i>No translation</i>
College- haalari/ jumpsuit	<i>No translation</i>	Luomupuuvilla -college	<i>College</i>	Svetari	<i>No translation</i>
Ekologinen valinta	<i>Ethically made</i>	Jacquard	<i>Jacquard</i>	Camo	<i>Camo</i>
Tägi Label	<i>Tag</i> <i>Tag</i>	Collegepusero	<i>Sweatshirt</i>		

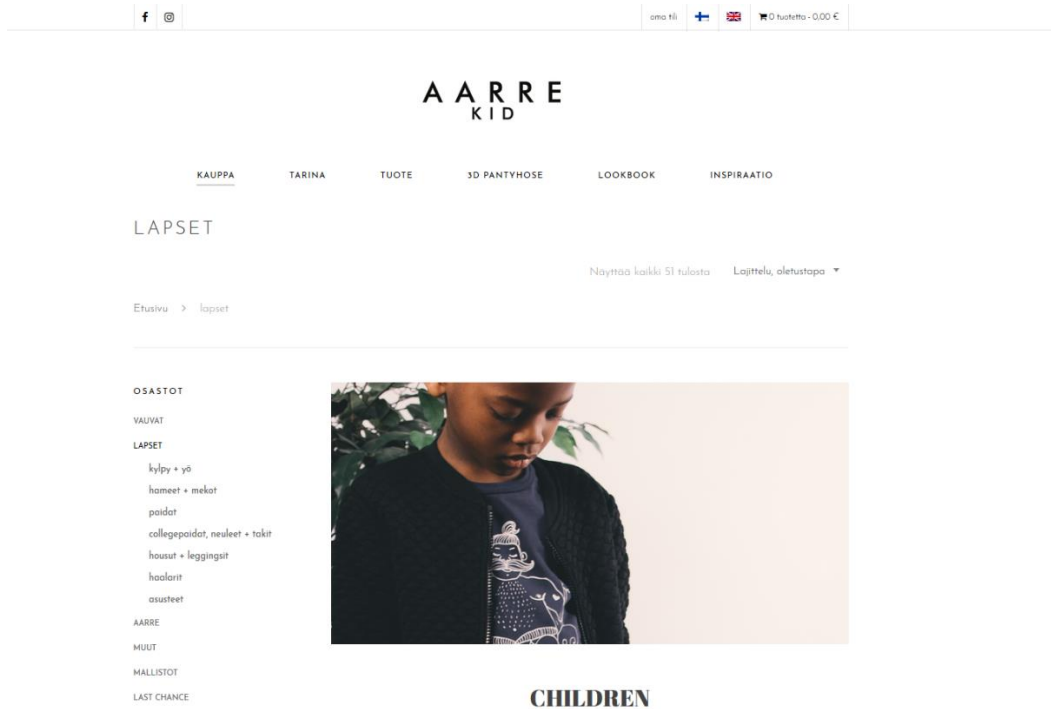
The Anglicisms were collected from four different Finnish online stores for children's clothing. All brands have been founded in the 21st century and mainly operate online. Vimma is the only one of the companies to operate off-line as well – they have a store in Helsinki, Finland. All of the companies have numerous resellers both online and offline, outside of Finland and even outside of Europe, making their clothes accessible to a wide range of customers.

All of the clothing brands are, according to my personal experience, considered as producing high-quality, fashionable kids' clothing. They are all very popular among parents. There are several groups on Facebook dedicated for reselling the clothes, but also even for simply discussing them. Items are kept meticulously, described in plenty of detail in the selling posts and resold for almost full price if in good condition. The clothes are sold quickly, and the comment section is filled with buyers queuing for the product. Parents anxiously wait for the launches of new collections, sometimes resulting in the online stores crashing when shoppers click onto them at the same time.

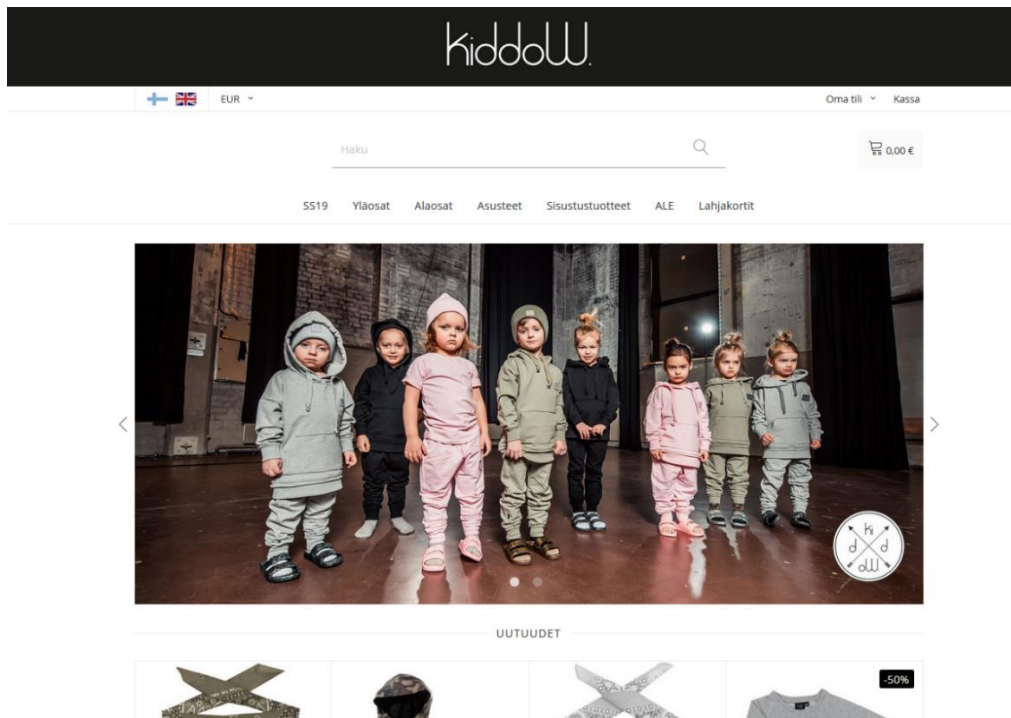
As mentioned before, the clothes are of higher quality. Almost all of the companies value eco-friendliness, domesticity and good working conditions for the producers of the products. All of the brands design their clothes in Finland and produce them in Europe. The products cost around triple the prices of average chain store clothes. (GuGGuu 2019, Vimma 2019, AARREkid 2019, KiddoW 2019) Judging by the brands' success, the price and the quality of the products correlate. Below are pictures of all the websites.



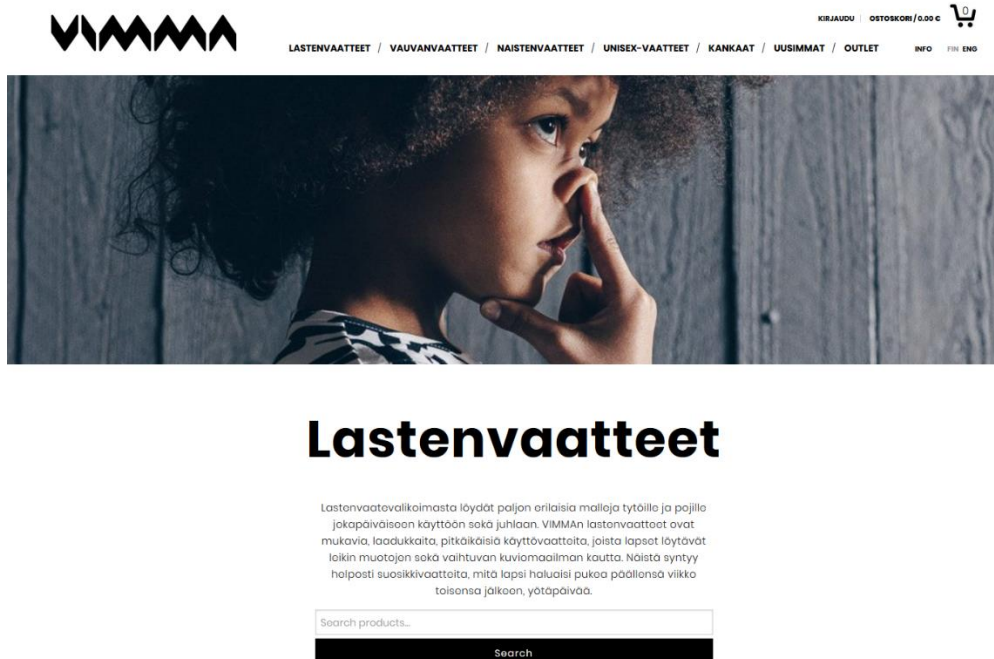
Picture 1. GuGGuu store



Picture 2. AARREkid store



Picture 3. KiddoW store



Picture 4. Vimma store

In this section, I presented the material collected for this thesis. I introduced all of the Anglicisms that were collected from the online stores, together with more detailed information about the clothing brands themselves. The next section discusses the methods that will be used in analyzing the collected material as well as the methods used to answer my research questions: (1) What kind of translation strategies are used when translating Finnish-language Anglicisms back into English and (2) Are certain kinds of Finnish-language Anglicisms translated back into English using certain kinds of strategies.

1.2 Method

The method of this thesis is three-fold. The first part of the method is the data collection that was discussed in the previous section. The second part is categorizing the collected Anglicisms according to two features: first by their type and secondly by the translation strategy used in translating them back to English. The third part of the method is comparing the types and the strategies in order to find out whether they correlate or not.

The Anglicism type categorization is by Henrik Gottlieb. According to Gottlieb (2005: 164–166), Anglicisms can be divided into three main categories: Active Anglicisms, Reactive Anglicisms and Code Shifts. Active Anglicisms are actual words adapted from English, Reactive Anglicisms are non-English words only pronounced or spelled like English, while Code Shifts include other types of Anglicisms, such as English quotes or wordplay. All three main categories have subcategories as well. The categories are presented in more detail in chapter 3. Categorizing the Anglicisms collected for this thesis according to Gottlieb's categories enabled me to have a better grasp of what kind of Anglicisms the material consisted of – I learned more about their attributes, usage and formation, which made analyzing them easier. The categorization of this thesis' Anglicisms can be found in section 5.1.

The translation strategies are by two researchers: Peter Newmark (1988: 68–90) and Andrew Chesterman (1997: 92–112). I chose to utilize two different lists of strategies because none of the lists covered all of the strategies used in translating the Anglicisms

studied in this thesis. The strategies used were Omission (omitting the word completely), Literal translation (translating to the closest equivalent), Couplets (using several strategies together), Transference (transferring the word as it is), Cultural filtering (adapting the cultural aspects of the text into the target culture) and Synonymy (choosing a close equivalent instead of the most obvious translation). After establishing which translation strategies were used it is possible to answer my first research question: What kind of translation strategies are used when translating Finnish-language Anglicisms back into English? The full categorization is in section 5.2.

After categorizing the Anglicisms in two ways, by their type and by the strategy used in their translation, I will compare the strategies and the different kinds of Anglicisms. I will thus find the answer to my second research question: Are certain kinds of Finnish-language Anglicisms translated back into English using certain kinds of strategies. Finding out possible patterns for translating Anglicisms will also provide information to future translators, thus benefitting the field of translation. Learning about the translation of Anglicisms will also provide information about Anglicisms themselves, especially about their correct usage and possible problems in equivalence and meaning. The comparison is in section 5.3.

2 ENGLISH AND ANGLICISMS IN MARKETING AND EVERYDAY LIFE

In the previous chapter, I introduced the material collected for this thesis and presented the methods I will use for collecting and analyzing the material. In this chapter, I will shed some light on the background of the study by discussing the use of English and Anglicisms in Finland as well as around the world. I will also explore their use in marketing and on websites. The first section will explore the use of English in Finland and the world and the second section will discuss the reception of English and Anglicisms among Finns. The third and final section will address the use of English in marketing and on websites.

2.1 English in Finland and the world

The role of English as the lingua franca of the world is an undeniable fact. The world started to globalize in the 20th century which created a need for a common language that would make communicating across borders easier. The United Kingdom's position as a colonizer, followed by the United States becoming a leader in economy and world politics, ensured that that language would eventually be English. The language of the world has also landed in Finland, firstly as a result of joining the European Union and finally, with the vast spreading of information and cultures via the Internet. (Kotilainen 2009: 77) Communication and information technologies have had a significant effect on the spreading of English to the Finnish society. These technologies can include anything from web blogs to online shopping. (Sánchez & Tuomainen 2014: 117) Today, there are Finns in the country who work only in English. Fields such as administration, business, science, commerce, politics and especially popular culture are already heavily influenced by English. In the future, we will witness more examples of the phenomenon. (Kotilainen 2009: 77) English is also prevailing in the field of fashion – fashion-related English and Anglicisms are spread further by “fashionistas” in their blogs and on social media (Xydopoulos & Papadopoulou 2018: 168).

English can be seen on the streets of Finland in the form of advertising especially with beauty products and information technology. Crafts and items that have a domestic audience are more likely to be advertised in Finnish, but products that aim to create an image of coolness and attractiveness are advertised in English (Moore & Varantola 2005: 135). English also rules the Finnish business scene – many companies have resorted to the use of English in their communication, publications and even their names. It is nearly impossible to walk into a coffee shop or a beauty shop and not be bombarded with English. However, Finnish is still deeply rooted in us since many of the English phrases have some kind of a Finnish twist. For example, a Finn could call an *information desk* an *information point*, which is a literal translation for *infopiste*. (Hiidenmaa 2003: 74–77)

We can therefore conclude that one should not fear that Finnish is a thing of the past – languages have always been affected by other languages without losing their originality. Changes, however, are clearly visible already. The Anglicisms collected as material for this thesis are a prime example of such changes.

2.2 Attitudes towards Anglicisms in Finland

When researching the attitudes towards English and Anglicisms in Finland, it is important to glance at Finland's history. Finland was under the rule of first Sweden for about 600 years, then the Soviet Union for about 100 years. The promotion of all things Finnish, especially the Finnish language, in the latter half of the 19th century was an important factor in Finland gaining its independence in 1917. One can argue that the fight for independence has left a deep-rooted fear of foreignness in the hearts of Finns, leading to them having a strong will to preserve their “Finnishness” and not being receptive towards foreignness even in the 21st century. (Sánchez & Tuomainen 2014: 99–100). This theory is supported by the fact that *Perussuomalaiset* (The Finns Party), a right-wing party known for their criticism towards immigration and the European Union, was the second most voted party in the Finnish parliamentary election of 2019. Their popularity can be a sign of negative attitudes towards foreignness among the population.

In a study on the adaptation of loan words into newspapers in Nordic languages, it was discovered that in Finnish newspapers, the amount of loan words was about 0.2 % while in, for example, Danish newspapers, the amount was about 1 %. Compared to countries in other parts of Europe, these numbers are negligible. (Sánchez-Tuomainen 2014: 117). It can therefore be concluded that Finns need not worry about Anglicization. Yet, some of them do. A study conducted by Sánchez and Tuomainen (2014: 118–131) showed a division on the attitudes towards English and Anglicisms among Finns – two opposing views on English could be detected from the interviews. The study involved 15 Finns who had all studied either English or Finnish and had lived in Finland for the majority of their lives. Their average age was around 27 years. The results revealed that the Finns who had spent less time abroad and had studied Finnish were the ones that had a more skeptical attitude towards English and especially Anglicisms. The more receptive half of the examinees were more mixed – most of them had an English degree, but the amount of time they had spent abroad varied.

The two groups mostly disagreed on three things: (1) whether Anglicisms have affected the spelling of Finnish words, (2) whether Anglicisms have a particular role in Finnish, and (3) whether Anglicisms are unnecessary in Finnish. The groups did, however, also share opinions – most of them agreed (1) that Anglicisms do not especially enrich the Finnish language, (2) that speech riddled with Anglicisms is cool, flexible, updated, mostly used in spoken language and typical of younger people, (3) that this change in language is inevitable and a sign of social development and (4) that Anglicism do not impoverish the Finnish language but do diminish the Finnish skills of native speakers. The results of the study also showed that men had more purist attitudes towards their native language than women

Some of the concerns that the interviewees expressed were about English replacing Finnish cultural values or linguistics. It was also mentioned that original Finnish words should be maintained and that it would be “a shame” to replace them with Anglicisms. One of the interviewees was also worried about people not knowing the original meanings (i.e. what the word stems from) of Finnish words and expressions. In the discussions, it was also brought up that when English is used as a dominant language in science, Finnish

will lose ground as a language of knowledge. The distinction will also cause inequality if only Finns who speak English have access to certain information. The interviewees did not, however, believe that English is a threat to Finnish. It was mentioned that if a Finnish word already exists, it will always dominate and that Anglicisms are transient, something that comes and goes.

Sánchez and Tuomainen concluded that English can coexist together with Finnish and Swedish in Finland, even as a second language instead of a foreign language. Their study revealed that Finns are quite divided in their opinions on the use of Anglicisms, although even the most “conservative” Finnish speakers use Anglicisms at least in certain contexts. The researchers suggest that based on their findings, people who have studied foreign languages and have lived abroad are more receptive towards English.

The issue with the study discussed above is that it only covers a narrow part of the Finnish population – all of the examinees were highly educated and relatively young. This leaves out a major part of Finns; older people and people with lower levels of education. The research does, however, address the fact that there are Finns who are receptive towards Anglicisms and those who are not and that there are mixed opinions on the use, adaptation and consequences of Anglicisms. The examinees believed that a Finnish word will always dominate over an English one or an Anglicism. This is, however, not the case with the online stores studied in this thesis – they had chosen to use Anglicisms even in cases where a solid Finnish equivalent did exist. The reception of Anglicisms on a more general level is discussed in section 3.1.

2.3 English in marketing and on websites

Because phrases and word choices in online stores can, in my opinion, be considered as a part of marketing the products, it is vital to also discuss the use of English and Anglicisms in marketing and on websites. In her book *Advertising as Multilingual Communication* (2005), Helen Kelly-Holmes explored non-English websites and their

use of English. She studied the advertisements on websites of car companies such as Volvo and Toyota, discovering that particularly in Japanese advertising, English was merely used symbolically. All of the links, for example, that were in English were also explained in Japanese or were given a Japanese equivalent (Kelly-Holmes 2005: 83). It can thus be concluded that the vital information, the one that truly matters when purchasing a vehicle, was given in the customers' native tongue. Slogans and other buzzwords were in English, supposedly because of the images created by the English language. They were also given equivalents in the customers' language. (Kelly-Holmes 2005: 83) Other researchers have also come to the same conclusion about the merely symbolical use of English – Pirjo Hiidenmaa states in her book *Suomen kieli – who cares?* (2003: 76) that: “Finnish products and products sold in Finland can be given English names – not so much for the aspiration to get to international markets but because the English name seems to give the product enticing extra value”² (my translation). In the case of my thesis, none of the Anglicisms in the online stores were in any way explained in Finnish – if the user does not know what *culottes (culottes)* are, there is simply no explanation available except for the picture of the product. The stores seem to have faith in the users' English skills and in them finding the English words enticing and decorative rather than alienating.

The online stores discussed in this thesis list their most important values on their websites. Kelly-Holmes explains that these mission statements mean that the company has a chance to explain what they stand for, what their values are etc. Language is also a part of this message, and it is possible for a company's language choice to either complement or contradict the branded image. (Kelly-Holmes 2005: 80) This is the case with the companies studied in this thesis. All of the brands highlight their domesticity, stating their country of origin and that they use domestic fabrics (or design at the very least) and still have English and Anglicisms in their texts. It has been studied by Ulrike Niderstigt and Beryl Hilberink-Schulpen (2018: 5) that advertisements where the foreign language is congruent with the product are more successful than those that are incongruent. With

² ”Suomalaiset ja Suomessa myytävät tuotteet voivat saada englanninkielisiä nimiä, eivät niinkään kansainvälisten markkinoiden tavoittelun vuoksi vaan siksi, että englanninkielinen nimi tuntuu tuovan houkuttelevamman lisäarvon” (Hiidenmaa 2003: 76)

English, however, it is a different case. Studies conducted with a native tongue and English showed no differences between the receivers' reactions. English was seen as either equal in meaning or as evoking positive ideas such as globality and prestige. (Nederstigt & Hilberink-Schulpen 2018: 5) It therefore seems that incongruence is not a problem when it comes to English in advertisements.

Since the material for this thesis was collected online, it is important to briefly discuss the use of English on Finnish websites. Nunberg et. al. (qtd. in Callahan & Herring 2012: 325) found that English is often used on websites when the original language is spoken by a relatively small number of people and when those people have a strong competency in English. This is the case in Finland, where 78% of the population have communicatively efficient English skills (Sánchez & Tuomainen 2014: 103). According to a study on the tendency to use English as a secondary language on websites (Callahan & Herring 2012: 336), English is most used as a secondary language on West-European, particularly Scandinavian, websites. Finland was listed as number five right behind Norway, Sweden, Turkey and Denmark out of a total of 57 countries. It is quite clear that English is the dominant language of the Internet and according to the study mentioned above, commonly used in Finland and other Nordic countries in particular.

3 ANGLICISMS

In this chapter I will discuss Anglicisms in more detail. I will introduce a definition and a categorization for Anglicisms that Henrik Gottlieb presents in his article *Anglicisms and translation* (Gottlieb 2003: 161–184).

Anglicisms are often described as loan words from the English language. According to Henrik Gottlieb, an Anglicism refers to “any individual or systemic language feature adapted or adopted from English, or inspired or boosted by English models, used in intralingual communication in a language other than English” (Gottlieb 2005: 163). Gottlieb’s description better illustrates the fact that Anglicisms truly are much more than just words deriving from the English language – they are all elements, ways of spelling, pronunciation and so forth, that somehow originate from English.

Anglicisms often make their way into everyday speech by first appearing once or twice, usually in the media (Gottlieb 2005: 170). The media is the mediator between different cultures, and since Anglophone cultures are major ones, it is not rare for smaller countries like Finland to hear about the events and phenomena of the big world via the media. According to Gottlieb, Anglicisms are then spread further by impersonal contacts. This means that politicians, world leaders and other influential people use information sources that are originally in English, leading to them using English expressions when they communicate with the public. Anglicisms also spread with the use of products (clothes, video games, technology etc.) from Anglophone countries. They are symbols of their cultures and do not therefore have a domain in the Finnish language. Finally, Anglicisms are conveyed through translated products, such as movies and literature. Most Anglicisms, however, eventually fall out of use. (Gottlieb 2005: 170–172)

3.1 Use and reception

When exploring Anglicisms, it is important to also get acquainted with the different reasons there are for using them. I will briefly introduce suggested reasons from two scholars. Pia Jarvad (1995, qtd in Gottlieb 2005: 168–69) has listed reasons behind the use of Anglicisms in the Danish language. Gottlieb has translated and quoted the list:

- 1) To verbalize, in example to name or identify new objects or phenomena
- 2) To generalize and specialize
- 3) To express attitudes, emotions and values, in example to cause reactions from other people
- 4) To be creative, to play with language
- 5) To signal group membership and to establish and maintain interpersonal contacts

The use of Anglicisms has also been studied by Chris Pratt (1986, qtd in Gottlieb 2005: 169). He explored the use of Anglicisms in Spanish and comprised the following list of motives behind using them:

- A. Linguistic causes for borrowing:
 1. Extrinsic causes (new phenomena are introduced) leading to
 - a. adopting ‘the foreign sign’ (i.e. an English word)
 - b. using ‘pre-existing native signs’
 - c. inventing ‘a new sign of its own’
 2. Intrinsic reasons (new linguistic tools are invented, for example through affixation, as in adding -izar or anti- to an existing stem)
- B. Extralinguistic causes for borrowing (prestige)
 1. Linguistic snobbery ‘out of a desire by the user to appear modern, up-to-date, well-off, well-traveled, well-read, sophisticated etc.’, as when using the spelling ‘cocktail’ in Spanish (instead of ‘coctél’)
 2. Argotic function (for example political or business jargon)
 3. Material benefit (for example ads and technical texts with expensive-sounding English buzzwords)

As can be seen from both lists above, Anglicisms can be used for various reasons, ranging from practical reasons such as naming a new phenomenon to extralinguistic reasons such as sounding modern and up-to-date. Anglicisms like *culottes* (*culottes*) can be considered

as being used to describe a new phenomenon since, in my opinion, culottes are a fairly new item in children's fashion and do not therefore have established Finnish equivalents. I believe that other Anglicisms, like *pantsit* (*pants*), are used for other reasons, such as appearing modern and up-to-date. *Pantsit* is a very rare Anglicism that has a very established Finnish equivalent, *housut* (*pants*). I therefore suspect that there must be an extralinguistic reason for a business owner choosing to use the rare Anglicism instead of the ordinary Finnish word. These are, however, only speculations – the actual reasons are only known by the translators of the websites who have, unfortunately, not been contacted regarding this study.

After briefly discussing the reasons behind the use of Anglicisms, it is appropriate to also discuss how native speakers receive them. It has been studied by Jarvad (1995, qtd in Gottlieb 2005: 172) that native speakers (of Danish, in this case) are more receptive towards direct loans than towards Anglicisms that compete with existing native terms. Regarding my material, this could mean that words like *culottes* (*culottes*) that do not have established Finnish equivalents would be better accepted among shoppers than words like *frilla* (*frill*) that compete with established Finnish words, in this case, with the more established translation *röyhelö*. Perhaps only words that seem to supplant the original ones are deemed as negative – this would indicate that people have a will to preserve their native tongue. It must, however, be kept in mind that Jarvad's study was conducted more than 20 years ago – the world has gone through drastic changes since then. The Anglophone cultures have spread even wider with globalization and the rise of the Internet and the social media, leading to a change in attitudes as well.

3.2 The different kinds of Anglicisms

According to Henrik Gottlieb (2005: 164–66), Anglicisms can be divided into three main categories: Active Anglicisms, Reactive Anglicisms and Code Shifts. The categories are introduced in the next subsections.

3.2.1 Active Anglicisms

This subsection discusses Active Anglicisms, which can be further divided into six subtypes. The following list by Gottlieb introduces all of the six different types.

1. Active Anglicisms

- a) Overt lexical borrowings (sometimes with naturalized spelling)
New words, new morphemes and new multi-word units.
- b) Covert lexical borrowings
The English origin not obvious to the native speaker.
- c) Loan translations
Compound substitutes, multi-word substitutes.
- d) Hybrids
Partial borrowings, expanded borrowings.
- e) Pseudo-Anglicisms, including:
Archaisms, semantic slides, conversions, recombinations
- f) Morphosyntactic calques

(Gottlieb 2005: 164)

The six subtypes of Active Anglicisms are Overt lexical borrowings, Covert lexical borrowings, Loan translations, Hybrids, Pseudo-Anglicisms and Morphosyntactic calques. There are three kinds of Overt lexical borrowings: new words, new multi-word units and new morphemes (such as adding *anti-* into a non-English word). Covert lexical borrowings are Anglicisms whose English origin is not obvious to the native speaker (such as *svetari*, English *sweatshirt*). Loan translations include compound substitutes and multi-word substitutes, such as *fotoprintti* (*photo print*). Hybrids are partial borrowings and extended borrowings – these include Anglicisms like *frillamekko* (*frill dress*) where the other word in the compound is Finnish and the other an Anglicism. Pseudo-Anglicisms are further divided into four subcategories: archaisms, semantic slides, conversions and recombinations. Archaisms are derived from English words that are not in use anymore, such as *smokki* (*smoking jacket*). Semantic slides are Anglicisms that are used “wrongly”, such as *sitteri* (*baby bouncer*, derived from *babysitter*). Conversions include changing an existing English word, for example, from adjective to noun while recombinations include reshuffling existing English lexical units. The final subcategory,

Morphosyntactic calques, includes, for example, using the English article *a* or the plural ending *-s* in non-English discourse.

3.2.2 Reactive Anglicisms

This subsection discusses Reactive Anglicisms, which can be further divided into five subtypes. The following list by Gottlieb introduces all of the five different types of Reactive Anglicisms.

2. Reactive Anglicisms

- g) Semantic loans (existing words acquiring new meanings or new homonyms)
Extensions, reversions, doubles.
- h) Isolated or systematic changes in the spelling of existing words
- i) Isolated or systematic changes in punctuation
- j) Changes in the pronunciation of existing words
- k) Preference for English lookalikes (existing linguistic entities whose frequencies are boosted by their similarity to English counterparts)
(Gottlieb 2005: 164–165)

Reactive Anglicisms can be further divided into five subcategories: Semantic loans, Isolated or systematic changes in the spelling of existing words, Isolated or systematic changes in punctuation, Changes in the pronunciation of existing words and Preference for English lookalikes. Semantic loans, words acquiring new meanings or homonyms, is divided into three subcategories: extensions (adding metaphorical meaning), reversions (introducing an opposite meaning) and doubles (introducing a new homonym). Subcategories h, i and k simply include changes in the spelling, punctuation or pronunciation of different words. The final category, Preference for English lookalikes, includes existing words that are used more due to their similarity to English.

3.2.3 Code Shifts

This subsection discusses Code shifts, which can be further divided into four subtypes. The following list by Gottlieb introduces all five types of Code shifts.

3. Code Shifts

- l) Bilingual wordplay
- m) Repeated shifts in ongoing discourse
- n) Quotes embedded in non-English discourse
- o) Stand-alones
- p) Total shifts

(Gottlieb 2005: 165–66)

Code Shifts are further divided into five subcategories: Bilingual wordplay, Repeated shifts, Quotes, Stand-alones and Total shifts. Bilingual wordplay includes wordplay where the keywords can be interpreted in both languages. Repeated shifts in ongoing discourse includes constant shifting between languages. Quotes includes embedding English quotes in non-English discourse. Stand-alones have no non-English elements at all and the last category, Total shifts, means having entire texts in English.

4 TRANSLATION STRATEGIES

The previous chapter discussed Anglicisms. A definition and a categorization were introduced, together with short discussions about the formation, use and reception of Anglicisms. This chapter introduces translation strategies that can be, among others, used to translate Anglicisms back into English.

When translating a text, a translator selects a translation method that determines their line of approach towards the process. Different methods, such as word-for-word translation and adaptation, put emphasis on either the source language or the target language. When a translator is working with single words or other smaller units of language, not entire texts, they choose translation procedures instead of translation methods. (Newmark 1988: 45) The term *translation procedure* is, to me, intertwined with the term *translation strategy* even though there is some confusion regarding this terminology (Chesterman 1997: 87). They will therefore be used as parallel terms in this thesis and, for clarity, collectively referred to as translation strategies.

Wolfgang Lörcher defines translation strategies as follows: “a translation strategy is a potentially conscious procedure for the solution of a problem which an individual is faced with when translating a text segment from one language into another” (Lörcher, qtd in Chesterman 1997: 91). According to Andrew Chesterman, translation strategies are a way for translators to conform to norms. The use of such strategies stems from a translation problem that needs to be solved. Translating is thus a goal-oriented act and the goal is, apart from solving the problem, achieving the best version of the translation. The best version is what the translator sees as optimal, not necessarily what is most equivalent. (Chesterman 1997: 87–89)

Translation strategies are forms of textual manipulation and aim to achieve the desired relationship between the translation and the source text or other translations of the same text type. Some of them are strategic and used quite consciously whereas others are more intuitive and less controlled. They are used with translation problems that regard conveying specific items, ideas or structures – other kinds of problems might relate to

more general issues, such as the freedom with which to translate and what kind of resemblances between the texts should be prioritized. (Chesterman 1997: 88–91) The translation strategies discussed in the next sections are therefore *local*, not *global*.

The next two sections introduce translation procedures or strategies by two different scholars; Peter Newmark and Andrew Chesterman. Peter Newmark comprised a list of translation procedures in his 1988 book *A Textbook of Translation* while Andrew Chesterman lists translation strategies in his 1997 book *Memes of Translation. The Spread of Ideas in Translation Theory*.

4.1 Translation procedures by Peter Newmark

Peter Newmark (1988: 68–90) introduces the following translation procedures in his book *A Textbook of Translation*.

Literal translation

In Literal translation, the text is translated word-for-word, regardless of whether the source text's idea is conveyed or not.

Transference

Not always recognized as a translation procedure, Transference is the act of moving the source language word into the translation as it is.

Naturalization

Naturalization is the act of transferring the source language word into the target language and adapting it to its word form and pronunciation.

Cultural equivalent

Meant to be used together with another procedure, Cultural equivalent is the procedure of translating a cultural word in the source language into another cultural word that fits the target culture.

Formal equivalent

Formal equivalent, a procedure also meant to be used together with another procedure, is about translating a cultural word into a non-cultural word in the target language, thus neutralizing it.

Descriptive equivalent

Combining the description and the function of the word into a similar one in the target language.

Synonymy

When there is no precise equivalent for a less important word in the target language, it can be translated to its nearest equivalent. This is the procedure of Synonymy.

Through-translation

Sometimes known as loan translation or calque, Through-translation is the literal translation of, for example, organization names and the components of compounds.

Shifts or transpositions

Shifts or transpositions as a translation procedure entails a change in grammar from source language to target language, such as a change from singular to plural form.

Modulation

Modulation describes variation through a change in viewpoint. This procedure includes, for example, the use of the double negative.

Recognized translation

Using the generally accepted translation whether agreeing with it or not.

Translation label

A provisional translation that can later be withdrawn, often a new institutional term.

Compensation

The procedure of moving, for example, meaning or pragmatic effect into another part of the sentence.

Componential analysis

Componential analysis is the act of splitting a lexical unit into sense components.

Reduction and expansion

The procedures of translating the source language adjective of substance + noun into a noun in the target language and the source language adjective becoming an adverb + past participle or a present participle + object combination in English (as a target language).

Paraphrasing

Either amplifying or explaining a meaning in the target text.

In addition to the main procedures listed above, Newmark also lists two additional procedures; *couplets* and *notes, additions, glosses*. The first one combines two or more of the procedures whereas the latter entails adding notes within the text, on the bottom of a page, at the end of a chapter or at the end of the book.

4.2 Translation strategies by Andrew Chesterman

In his 1997 book *Memes of Translation. The Spread of Ideas in Translation Theory*, Andrew Chesterman divides translation strategies into three categories: syntactic strategies, semantic strategies and pragmatic strategies. He mentions that they are what he refers to as production strategies – they are used when manipulating specific linguistic material, not the translation process as a whole.

Syntactic strategies

Literal translation

Keeping the translation as close to the source text as possible.

Loan, calque

Borrowing syntagma and borrowing individual items.

Transposition

A change in word class.

Unit shift

A change in unit (morpheme, word, phrase, clause, sentence, paragraph)

Phrase structure change

A change in the phrase level (for example number, definiteness and modification in the noun phrase)

Clause structure change

Changes in the structure of the clause's constituent phrases

Sentence structure change

Changes between, for example, main clause and sub clause status.

Cohesion change

Cohesion change affects in-text references, repetition and connectors, for example.

Level shift

Changes in phonology, morphology, syntax and lexis.

Scheme changes

The changes that the translator makes when translating rhetorical schemes. This includes preserving the scheme, replacing it with a similar one or removing it altogether.

Semantic strategies

Synonymy

Not choosing the “obvious” translation to avoid unnecessary repetition

Antonymy

Translating the word into its antonymy and combining it with a negation.

Hyponymy

Changes between hyponyms and hypernyms, for example: *a spoon* becoming *cutlery* in the translation.

Converses

Pairs of verbal structures that express the same idea from different angles, such as *buy* and *sell*.

Abstraction change

Choosing a translation that is more abstract or less abstract than the original.

Distribution change

Distributing the semantic components over more items (expansion) or less items (compression).

Emphasis change

Adding, reducing or altering the emphasis of the expression.

Paraphrasing

Often used with idioms or other expressions that do not have equivalents in the target text, Paraphrasing is expressing something in other words.

Trope change

Changes in figurative expressions. This strategy has four subcategories: preserving the metaphor, changing the metaphor, omitting the metaphor or adding the metaphor.

Other semantic changes

Changes in, for example, the physical sense or deictic direction.

Pragmatic strategies

Cultural filtering

Also known as naturalization and domestication, Cultural filtering entails adapting the source text's cultural elements into the norms of the target culture.

Explicitness change

Making components that are left implicit in the source text clear in the translation or leaving components that are specified in the source text implicit in the translation.

Information change

Either adding or omitting non-inferable information based on the needs of the translation's readership.

Interpersonal change

Interpersonal change involves anything that changes the relationship between the author and the reader, affecting the overall style.

Illocutionary change

Changes in speech act, such as shifting from statement to request.

Coherence change

Coherence change involves changes in the arrangement of ideas at the ideational level.

Partial translation

Any kind of partial translation.

Visibility change

Changes in the presence of the author or the translator.

Transediting

The drastic changes that the translator has to make on poorly written original texts. These changes are on a more general level than the changes described with other strategies.

Other pragmatic changes

For example, changes in layout and the choice of dialect
(Chesterman 1997: 92–112)

In his listing, Chesterman only focuses on production strategies, which are the strategies used in the actual translation process. He has left out so-called comprehension strategies, which have more to do with analyzing the source text and taking into account the translation task. Chesterman believes that his classification works well in practice.
(Chesterman 1997: 92–93)

5 ANGLICISMS – TWO CATEGORIZATIONS AND A COMPARISON

In chapters 3 and 4, I introduced different types of Anglicisms and different translation strategies. In this chapter, I will categorize the Anglicisms collected for this study (see section 1.1) according to these two features – the Anglicism type and the translation strategy used in translating it back into English. These two categorizations will provide me with information about the different types of Anglicisms used in Finnish online stores for children's clothing, as well as about the translation strategies that translators use in translating the Anglicisms back into English. Comparing the Anglicism types and the translation strategies together will enable me to answer my research questions: (1) What kind of translation strategies are used when translating Finnish-language Anglicisms back into English and (2) Are certain kinds of Finnish-language Anglicisms translated back into English using certain kinds of strategies.

In this chapter, I will relate the information discussed in the previous chapters to the material of this study. I will now briefly explain how the concepts apply to the material. The terms source text and target text refer to the original text and its translation. In the framework of this thesis, the source text refers to the Anglicisms found on the Finnish websites whereas target text refers to their translations, the English versions of the websites. Source language and target language refer to the language that the source text is written in and the language it is translated to – in this study, the source language is Finnish and the target language English. The source culture refers to the culture that the source text belongs to, whereas target culture is the culture that the translation belongs to. In the case of this thesis, the source culture is the Finnish culture and the target culture the rest of the world. None of the online stores have any other language options than Finnish and English, meaning that the English versions are meant for the whole world population outside of Finland – provided that they understand English. It can thus be argued that the English translations are not made for a specific target audience, or at least, it is not based on nationality.

The following section, section 5.1, begins the chapter with a categorization of the collected Anglicisms according to their Anglicism type. Section 5.2 introduces a

categorization according to the translation strategy used in translating each Anglicism back into English. Section 5.3 compares the Anglicism types and the strategies used in their translation. After the two categorizations and the comparison, I will be able to answer my research questions: (1) What kind of translation strategies are used when translating Finnish-language Anglicisms back into English and (2) Are certain kinds of Finnish-language Anglicisms translated back into English using certain kinds of strategies.

5.1 The categorization of Anglicisms by type

In this section, I will categorize the collected Anglicisms according to Henrik Gottlieb's categories (see section 3.2). Table 2 below shows all of the Anglicisms sorted according to Gottlieb's categorization. The left column shows the categories and the right one the Anglicisms. In Table 1 (see section 1.1), some Anglicisms were listed more than once due to their various translations. In this context, the translations do not matter, which is why each Anglicism is listed only once. Therefore, the total number of Anglicisms in Table 2 (39 in total) differs from the total number (44 in total) in Table 1, which also listed all of the different translations that some of the Anglicisms had.

Table 2. Categorized Anglicisms

Active Anglicisms	
Overt lexical borrowings	Pantsit, printti, unisex, design, label, leggingsit, ribbi, chinot, jacquard, nude, oversize, ekologinen, orgaaninen, haaremi, camo
Covert lexical borrowings	Tuubihuivi, svetari, tägi, frillat
Loan translations	Frilla body, fotoprintti
Hybrids	Frillahihat, frillamekko, bombertakki, culottes-malliset, haarem-tyylinen, bodyhaalari, baggy-malliset, jumpsuit-haalari, frillakoristeet, oversize-mallinen, baggy housut, frillapaita
Pseudo-Anglicisms	College, collegepusero, collegehousut, joustocollege, luomupuuvillacollege, collegehaalari/jumpsuit
Morphosyntatic calques	
Reactive Anglicisms	
Semantic loans	
Isolated or systematic changes in the spelling of existing words	
Isolated or systematic changes in punctuation	
Changes in the pronunciation of existing words	
Preference for English lookalikes	
Code shifts	
Bilingual wordplay	
Repeated shifts in ongoing discourse	
Quotes embedded in non-English discourse	
Stand alones	
Total shifts	

As can be seen in Table 2, all of the Anglicisms collected are Active Anglicisms. Most of them, 15 in total, are Overt lexical borrowings. Some of the borrowings are plain English (for example, *jacquard*) whereas others have a naturalized, “Finnish” way of spelling (for example, *pantsit*). Some of the Anglicisms in this category, such as *unisex*

and *design*, are quite established in the Finnish language. I have not excluded them from the material like some other established Anglicisms since in my opinion, they could easily be replaced with words like *sukupuolineutraali* (*gender neutral*³) and *suunnittelu* (*design*) that are “more Finnish”.

The second largest category with 11 words is Hybrids. According to Henrik Gottlieb, there are two kinds of Hybrids; Partial borrowings and Extended borrowings. All of the Hybrids in the material of this thesis are Partial borrowings, meaning that one word in the compound is an Anglicism. Listed together with compounds are English words that have a Finnish corrective, such as *baggy-mallinen* (*baggy style*) and *jumpsuit-haalari* (*jumpsuit overall*). In English, the words would be given without the explanations (*style and overall*). They are, however, given to the Finnish readers to elaborate that *baggy* refers to a specific style of pants and that *jumpsuit* is an in-door overall. Expressions like this do not have an established category in Gottlieb’s article so I placed them in the Hybrids category that is, to me, the closest in meaning.

The third largest category is Pseudo-Anglicisms. All of the Pseudo-Anglicisms were semantic slides, in other words, English words that are used “wrongly” in a non-English language (Gottlieb 2005: 165). This category comprised of 6 words. All of them were different compounds of the word *college*. College is used in Finnish to describe jersey fabric and compounds are used to describe clothes like sweatpants (*collegehousut*, *college pants*). In English, college refers to an educational institute or a part of such institute. Their signature sweatshirts are most likely the inspiration behind the use of college when talking about clothing. Nevertheless, college has adopted a different meaning in Finnish and therefore belongs to the category of Pseudo-Anglicisms.

The fourth largest category with 4 words is Covert lexical borrowings. This category holds words such as *tägi* and *svetari*, which, unlike Overt lexical borrowings, are not obvious Anglicisms. The smallest category, Loan translations, has only two words. *Frilla*

³ All italicized translations in brackets are my back translations

body [sic] (frill body) and *fotoprintti* (photo print) are compounds that constitute from two different Anglicisms.

5.2 The categorization of Anglicisms by the strategies used in their translation

Whereas the previous section discussed the nature of the Anglicisms in question, this section discusses the translation strategies used in translating them back into English. In chapter 4, I presented translation strategies by two different scholars, Peter Newmark and Andrew Chesterman. I will next list the strategies that were used in translating the material for this thesis. In each table, the Anglicism is listed in bold and its translation in italics.

5.2.1 Omission

The most used translation strategy was Omission. It was used with a total of 12 words. All of them are listed in Table 3 below.

Table 3. Omissions

Frillakoristeet	<i>No translation</i>	Fotoprintti	<i>No translation</i>
Unisex	<i>No translation</i>	Oversize-mallinen	<i>No translation</i>
Design	<i>No translation</i>	Baggy housut	<i>No translation</i>
Frillapaita	<i>No translation</i>	Nude	<i>No translation</i>
Collegehaalari/jumpsuit	<i>No translation</i>	Svetari	<i>No translation</i>
Oversize	<i>No translation</i>	Collegehousut	<i>No translation</i>

Neither Peter Newmark nor Andrew Chesterman list Omission as a translation strategy. There are some fairly radical opinions about the role of omission as a strategy – for example, according to Jean Delisle (qtd in Molina & Hurtado Albir 2004: 504–505), Omission cannot be considered as a translation strategy and its use is unjustified. Another scholar, Vázquez Ayora, shares Delisle’s opinion and believes that Omission is not an open textual choice for the translator, but merely an obligation, and it should therefore not be considered as translation (Molina & Hurtado Albir 2004: 507). I have, however, listed Omission as a translation strategy. In my opinion, the translators of the websites have made conscious decisions to leave out certain words or expressions. These words or expressions, in this case, Anglicisms, could have been translated to the best English equivalent. Instead, they were not. Therefore, I believe that Omission is, in fact, an open choice for the translator and is therefore a translation strategy.

One can only speculate on the reasons for the website’s translator choosing to not translate all Finnish-language Anglicisms back to English. The first explanation that comes to mind is the lack of space – perhaps the translator had no choice but to drop words and clauses out of the English texts. However, there is a whole English version of each site. This means that the English translations are not, for example, after the Finnish texts, which would explain the need to make the English translations as short as possible. Because the entire sites are in English, the English texts have as much room as the original Finnish ones do. Therefore, lack of space is not, to me, a valid explanation.

Translation strategies are used to solve a translation problem (Chesterman 1997: 89). In this thesis, I refer to Omission as a translation strategy, which means that omitting a word has been chosen as a strategy because there has been an unsolvable translation problem. This is, in my opinion, also not the case. In fact, four of the twelve Anglicisms that were translated with the strategy of Omission were plain English words – words, that could have simply been transferred to the English text as they were. Another three Anglicisms could have been transferred after minor modifications, such as removing an elaborating ending, for example, *-mallinen* (style of something). The other two Anglicisms were Hybrids, where only the other part of a compound is an Anglicism, in both cases, *frilla* (*frill*). In my opinion, the Anglicism *frilla* could have relatively easily been translated to

its stem word, which is only one letter apart. The final Anglicism translated with the strategy of Omission was a Pseudo-Anglicism, an Anglicism used “wrongly” in non-English discourse. Pseudo-Anglicisms can, in my opinion, be quite difficult to translate since they are used in Finnish in an incorrect way. That means that the stem word is not explicit and that it might take more effort to find a close equivalent in English. Nevertheless, in my opinion, only one of the 12 Anglicisms posed a true translation problem – it seems that a translation problem is not the reason for choosing Omission as a translation strategy.

5.2.2 Literal translation

The second category, Literal translation, has a total of 10 words. Table 4 below lists all Anglicisms that were translated with the strategy of Literal translation.

Table 4. Literal translation

Leggingsit	Leggings	Tägi	Tag
Frillahihat	Frill sleeves	Haarem-tyylinen	Harem style
Pantsit	Pants	Tuubihuivi	Tube scarf
Ribbi	Rib	Printti	Print
Chinot	Chinos	Orgaaninen	Organic

Table 4 above lists all Anglicisms in the material for this thesis that have been translated back to English using the translation strategy of Literal translation. Literal translation can be found in both Peter Newmark’s and Andrew Chesterman’s lists of translation strategies (see chapter 4). Chesterman, who bases his strategies partially on Newmark’s book, mentions that to several experts, such as Newmark, Literal translation is a default strategy in translation (Chesterman 1997: 94). According to Chesterman, Literal translation

produces a translation that is as close to the source language word as possible. Newmark refers to Literal translation as a strategy where translation begins (Newmark 1988: 68–70)

The category of Literal translation includes 10 Anglicisms, 9 of which have been translated directly back into the word that the Anglicisms itself has originally stemmed from. They are thus so-called direct translations. One translation, *tube scarf*, is not equivalent to the original word in meaning even though the words *tuubi* and *tube* are equivalent. *Tuubihuivi*, a round scarf, is usually referred to as *a circle scarf* or *a round scarf* in English, not *a tube scarf*. The rest of the words are, nevertheless, equivalent in both meaning and in structure.

My original assumption was that Literal translation would be the most used translation strategy. Newmark (1988: 70) argues that it should be used when there are no translation problems. Because Literal translation was, in fact, only used in the translation of 11 Anglicisms, it can be concluded that the translators of the online stores have faced some translation problems in translating Anglicisms back into English. The relatively little use of Literal translation can also be due to the translators of some of the sites most likely not being expert translators – they have thus lacked information about which translation strategy to use as a “default strategy”. It is yet to be determined whether laymen translators also, unconsciously, choose literal translation as their first translation strategy, without having any knowledge on translation strategies in the first place.

5.2.3 Couplets

The category of Couplets comprises of 9 words. Table 5 below shows all 8 words, listed in bold, their translations, listed in italics and the translation strategy pairs used to translate them.

Table 5. Couplets

Frillahihat	<i>Frilla sleeves</i>	Transference + Literal translation	Joustocollege	<i>Cotton</i>	Information change + Synonymy
Frillamekko	<i>Frilla dress</i>	Transference + Literal translation	Jumpsuit-haalari	<i>Jumpsuit</i>	Transference + Explicitness change
Culottes malliset	<i>Culottes</i>	Transference + Explicitness change	Baggy-malliset	<i>Baggy</i>	Transference + Explicitness change
Bombertakki	<i>Bomber jacket</i>	Transference + Literal translation	Frillat	<i>Frill</i>	Literal translation + Shifts or transpositions
Luomupuuvilla-college	<i>College</i>	Information change + Transference			

Couplets is a translation strategy introduced by Peter Newmark. Couplets is the strategy of combining two different strategies for translating one translation problem, often relating to cultural elements (Newmark 1988: 91).

In the case of this study, almost all couplets include Transference, which is the strategy of transferring a word from the source language into the target language as it is (Newmark 1988: 81). In two cases, the Anglicism *frilla* was translated to *frilla*. It was therefore transferred somewhat incorrectly – the Anglicism is still an Anglicism instead of an English word in the English version. *College* was also transferred incorrectly since the word has a different meaning in English. Other transferred compound parts were English words in the Finnish version, too. In three cases, Transference was used together with Explicitness change, which is the act of either clarifying implicit things in the translation or leaving things that are clear implicit in the translation (Chesterman 1997: 108–109). In all three cases, explicit information in the source text was left implicit in the translation. In two cases, the word *-malliset* (*style of something*) was left out and only the names of the styles transferred into the translation as they were. In the third case, *haalari* (*overall*)

from *jumpsuit-haalari* was left out from the translation and only *jumpsuit* transferred as it was. Leaving information implicit in the translation means that the translator has believed that the English-speaking customers need less assistance in understanding implicit information – this is, of course, rather obvious, since the English speakers have native skills on the stem words of Anglicisms and Finnish speakers do not.

In three cases, Transference was used together with Literal translation – *frillahihat* was translated to *frilla sleeves* (Transference + Literal translation), *frillamekko* to *frilla dress* (Transference + Literal translation) and *bombertakki* to *bomber jacket* (Transference + Literal translation). In the first two cases, an incorrect transference took place together with a direct translation – *frilla* is not an English word and it can therefore be argued that it should not be transferred back into English as such. The Literal translations that followed were *hihat* to *sleeves* and *mekko* to *dress*. In the third translation, however, transferring *bomber* back into English was correct. It was followed by the translation of *takki* to *jacket*, which is a literal translation.

None of the literally translated words were Anglicisms in themselves, but merely categorized as such because they were a part of a compound with an Anglicism. It can therefore be argued that Literal translation is not among the most used strategies in translating Couplets. It was, however, used once with the strategy of Shifts or transpositions. The word *frillat* (*frills*) was translated to *frill*. It was therefore translated literally, but since the word changed from plural to singular, Shifts or transpositions was also used in the translation process. Overall, the low usage of Literal translation is not aligned with my assumption of Literal translation being the most used translation strategy.

Transference was also used once with the strategy of Information change. *Luomupuuvilla-college* (*organic cotton jersey*) was translated to *college*, thus transferring it and leaving out information about the fabric being organic cotton. In short, more information was given to the Finnish-speaking customers than to the English-speaking ones. It can therefore be hypothesized that the companies target their stores to Finnish customers more than to English-speaking ones. Information change was used together with the strategy of Synonymy, which includes using a near equivalent in the translation when a precise

equivalent either exists or does not exist. From *joustocollege* (*stretch jersey*), *college* was translated to *cotton*, which is a close synonym since *college* (*jersey*) is made of cotton. The information about the fabric being stretchy (*jousto-*) was left out altogether.

5.2.4 Transference

The next largest category with 5 words is Transference. Table 6 below lists Anglicisms that have been translated using the strategy of Transference.

Table 6. Transference

Frilla body	<i>Frilla body</i>	Unisex	<i>Unisex</i>
College	<i>College</i>	Camo	<i>Camo</i>
Jacquard	<i>Jacquard</i>		

As mentioned in the previous section, Transference is the act of transferring a word from the source text into the target text without any changes, as it is. Transference has sometimes been excluded from the area of translation strategies, but since it is a procedure that requires conscious decision-making, it is justified to call it a translation strategy. Newmark mentions that Transference is often used together with other procedures, much like as was discussed in the previous section (see table 5). Names, as in names of all living creatures but also names of, for example, countries and institutions, are normally transferred but according to Newmark, cultural words and other problematic elements should at least be presented with an equivalent translation in brackets. (Newmark 1988: 81–82)

In the material of this study, a total of 5 words or compounds were transferred. Two of them, *frilla body* (*frill body*) and *college* (*jersey*) were transferred back to English incorrectly. As discussed before, *frilla* is not an English word and has therefore been transferred incorrectly, whereas *college* has a different meaning in English, which is why

it should not be transferred as it is. The Anglicism *camo* (*camouflage print*) was transferred, even though a more common translation would be *army print*. I would not consider this a “wrong” translation, but a more equivalent one could have been used. The rest of the transferred words, *jacquard* and *unisex*, were English words that were directly transferred to the English language version of the stores. This is, in my understanding, the only correct way to use Transference when translating Anglicisms – when the Anglicism is an English word that has not adopted any features of the non-English language.

5.2.5 Cultural filtering

The category of cultural filtering includes a total of 3 words. They are all listed in Table 7 below.

Table 7. Cultural filtering

Colleghousut	<i>Sweatpants</i>	Bodyhaalari	<i>Jumpsuit</i>
Collegepusero	<i>Sweatshirt</i>		

Cultural filtering, also sometimes referred to as neutralization or domestication, is the strategy of adapting a cultural word from the source language into the norms of the target language (Chesterman 1997: 108).

The words listed in table 7 above have all been adapted to meet the needs of the target culture. With the words *colleghousut* (*sweatpants*) and *collegepusero* (*sweatshirt*), their direct translations *college pants* and *college shirt* would not fit into the English-speaking target culture. They have therefore been translated with the target culture’s needs in mind, focusing on what the word actually means instead of the word itself. The direct translation of *bodyhaalari* (*body overall*) would also not describe the item of clothing in the best way

and has therefore been translated to *jumpsuit*, which is equivalent in meaning and is better suited for the English-speaking customers.

Cultural filtering has been used with two Pseudo-Anglicisms, or Anglicisms that are used “incorrectly”, and one Hybrid, a compound containing an Anglicism (*body*) and a Finnish word (*haalari*). The word *college* can be considered as a culturally filtered equivalent to its original counter-part *sweatshirt*. Therefore, it is only logical that it is translated back into English by also using Cultural filtering. This, to me, is the correct usage of the strategy. This is also the case with *bodyhaalari* – it is a Finnish version of the word *jumpsuit*, thus originally culturally filtered, and it has been translated back into English by also using Cultural filtering – from *bodyhaalari* to *jumpsuit*.

5.2.6 Synonymy

The following translation strategy is called Synonymy. The category holds 4 words and they are all listed in table 8 below.

Table 8. Synonymy

Haaremi	<i>Baggy</i>	Ekologinen valinta	<i>Ethically made</i>
Label	<i>Tag</i>	Collegehousut	<i>Leggings</i>

Table 8 shows all 4 Anglicisms and their translations that were produced using Synonymy as a strategy. It is the strategy of not choosing the obvious translation but a synonym or a close synonym, for example, in order to avoid repetition (Chesterman 1997: 101). Newmark (1988: 84) adds that Synonymy is used when the word is not particularly meaningful.

In the table above, *haaremi* (*harem*) was translated to *baggy*, both words describing drop crotch pants. *Label*, however was translated to *tag* – a label is something that is meant to stay in the item of clothing and is fully attached whereas a tag, like a price tag, usually hangs off the item and is removed before use. The words are therefore not, in my understanding, completely synonymous. *Ekologinen valinta* (*an environment-friendly choice*) was translated to *ethically made*. Finally, *collegehousut* (*sweatpants*) was translated to *leggings*, which is a different style of pants. These expressions were therefore also not fully synonymous.

5.3 A comparison of types of Anglicisms and the strategies used to translate them

In section 5.1, I categorized the Anglicisms collected from four different online stores for children's clothing according to a categorization for Anglicisms by Henrik Gottlieb. In the section that followed it, I categorized the same Anglicisms by the translation strategies used to translate them back into English. The strategies were by Peter Newmark (1988: 68–90) and Andrew Chesterman (1997: 92–112). After doing this, a clearer understanding of the different types of Anglicisms and the way that they have been translated, was achieved. In this section, I will compare the Anglicism types and the translation strategies in order to answer my second research question: are certain kinds of Finnish-language Anglicisms translated back into English using certain kinds of strategies.

Table 9 below illustrates the correlation between the Anglicism types and the translation strategies. The left column shows all of the collected Anglicisms sorted by Gottlieb's Anglicism types. The following six columns show all of Newmark's and Chesterman's translation strategies that were used in translating the Anglicisms featured in this thesis. I have marked the strategy used with each Anglicism with an x. I have made visualizing the division of used strategies clearer by marking the total number of times the strategy was used below each category. When the same Anglicism is in the material twice and has two different translations, it is listed twice in the table, too. Thereby both translation strategies are also listed.

Table 9. Comparison of types of Anglicisms and translation strategies

Overt lexical borrowings	Omission	Literal translation	Couplets	Transference	Cultural filtering	Synonymy
Pantsit		x				
Printti		x				
Unisex				x		
Unisex	x					
Design	x					
Label						x
Leggingsit/ leggingsit		x				
Ribbi		x				
Chinot		x				
Jacquard				x		
Nude	x					
Oversize	x					
Ekologinen valinta						x
Orgaaninen		x				
Camo				x		
Haaremi						x
TOTAL	4	6	0	3	0	3
Covert lexical borrowings	Omission	Literal translation	Couplets	Transference	Cultural filtering	Synonymy
Tuubihuivi		x				
Svetari	x					
Tägi		x				
Frillat			x			
TOTAL	1	2	1	0	0	0
Loan translations	Omission	Literal translation	Couplets	Transference	Cultural filtering	Synonymy
Frilla body				x		
Fotoprintti	x					
TOTAL	1	0	0	1	0	0

Hybrids	Omission	Literal translation	Couplets	Trans-ference	Cultural filtering	Synonymy
Frillahihat		x				
Frillahihat			x			
Frillamekko			x			
Bombertakki/ bomber-takki			x			
Culottes malliset			x			
Haarem- tyylinen		x				
Bodyhaalari					x	
Baggy- malliset			x			
Jumpsuit- haalari			x			
Frillakoristeet	x					
Oversize- mallinen	x					
Baggy housut	x					
Frillapaita	x					
TOTAL	4	2	6	0	1	0
Pseudo-Anglicisms	Omission	Literal translation	Couplets	Trans-ference	Cultural filtering	Synonymy
College					x	
College				x		
Collegepusero					x	
Collegehousut						x
Collegehousut	x					
Collegehousut					x	
Joustocollege			x			
Luomupuu- villacollege			x			
Collegehaalari /jumpsuit	x					
TOTAL	2	0	2	1	3	1

As can be determined from the table above, the Anglicisms studied in this thesis were translated using a total of six different translation strategies. The strategies were

Omission, Literal translation, Couplets, Transference, Cultural filtering and Synonymy. The figure below illustrates the division of strategies used.

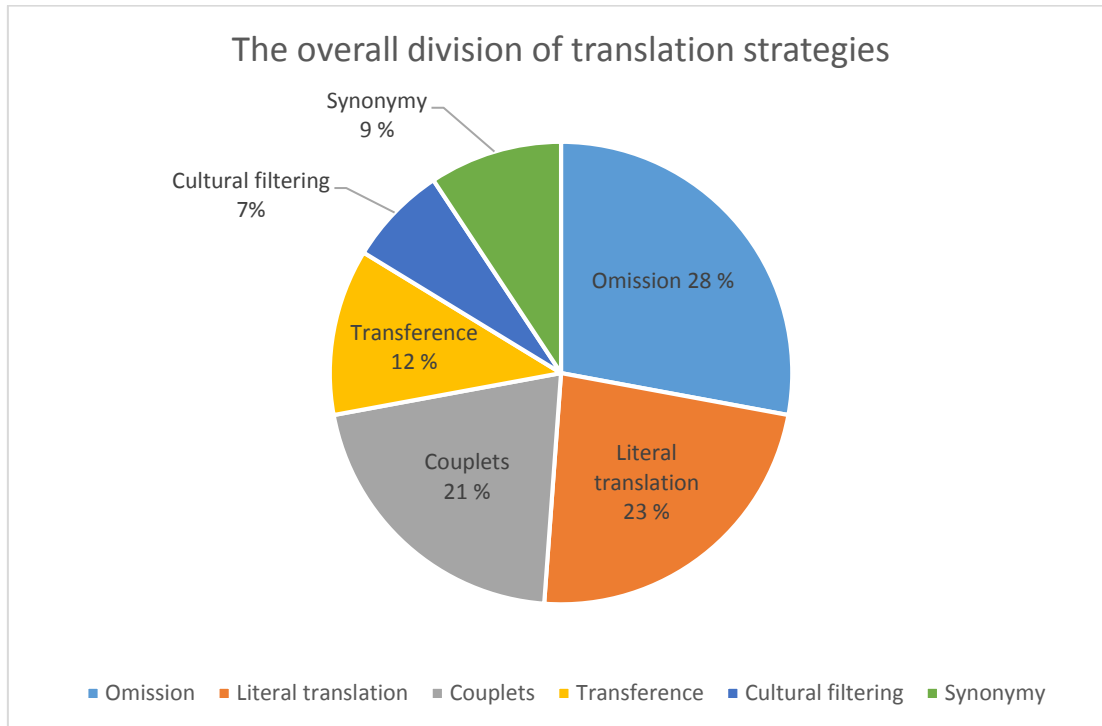


Figure 1. The overall division of translation strategies

As Figure 1 above illustrates, Omission was the most used translation strategy with 28 % of all strategies. Literal translation was the second most used with a 23 % share of all translations. The third most used strategy was Couplets, adding up to 21 % of the translations. Couplets was followed by Transference with 12 %. The next-most used strategy with 9 % was Synonymy, followed by Cultural filtering with 7 %. The following subsections will introduce the strategies used in translating each specific Anglicism type.

5.3.1 The strategies used in translating Overt lexical borrowings

The first Anglicism type, Overt lexical borrowings, has a total of 15 words with one of them, *unisex*, appearing twice. With Overt lexical borrowings, Literal translation was the most used strategy with 6 uses. The next-most used strategy with 4 uses was Omission. The two other translation strategies, both with 3 uses, were Transference and Synonymy. Couplets and Cultural filtering were not used at all.

This Anglicism type category is roughly along the lines of the overall division of strategies (see Figure 1). As can be seen in Figure 2 below, Literal translation added up to 33 % of used strategies (23 % overall, see Figure 1), Omission to 27 % (28 % overall, see Figure 1), Transference to 20 % (12 % overall, see Figure 1) and Synonymy to 20 % (9 % overall, see Figure 1).

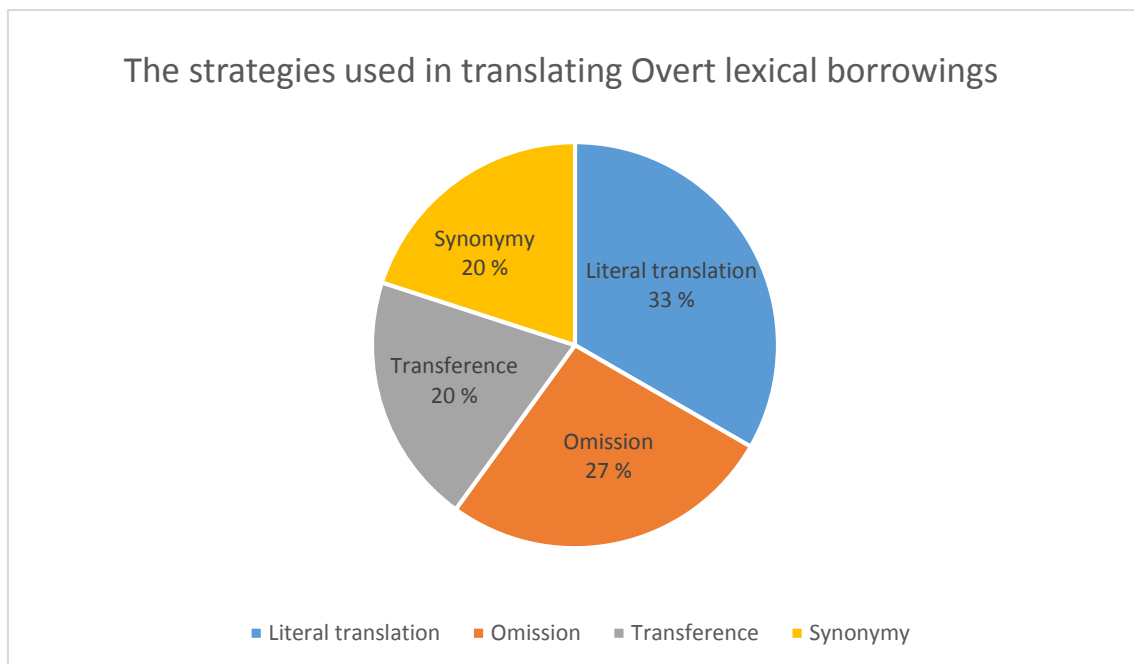


Figure 2. The strategies used in translating Overt lexical borrowings

The Anglicism type category of Overt lexical borrowings includes words and expressions that are “obvious” Anglicisms – words, whose English origin is clearly visible to the reader in the sense that they do not differ remarkably from the original word (Gottlieb 2005: 164) and have only undergone minor changes, if any, to adapt to the Finnish language. For example, *pantsit* (*pants*), *printti* (*print*) and *chinot* (*chinos*) are only a couple of letters apart from their English counterparts. There are also words that have not been changed at all but have simply been transferred from English to Finnish – these words include, for example, *unisex*, *design* and *label*.

It would, from my perspective, be justified to assume that words like the ones mentioned above, words that have only been slightly modified or not modified at all, would be translated using the strategies of Literal translation and Transference. Literal translation is the act of translating the word to a maximally close target language form (Chesterman 1997: 94). The maximally close form is visible to the reader with Overt lexical borrowings. An example of this could be the Anglicism *pantsit* (*pants*), whose most obvious translation is, in my opinion, *pants*. Transference, in turn, is the act of transferring a word to the target text as it is (Newmark 1988: 81). In this case, the target text is the English translation. An example of transferring a word is the Anglicism *design*, which could have been effortlessly transferred to the English text without any modifications. The relatively low effort that the strategies mentioned above require, is the reason why I assume that they would be any translator’s first choice. From Figure 2, it can be detected that in translating Overt lexical borrowings, Transference was used only slightly more than in all type categories combined, and that Literal translation was indeed the most used translation strategy. This also complies with my original assumption of it being the most used translation strategy altogether. Since Literal translation is the default translation strategy and the strategy where translation begins (Chesterman 1997: 94, Newmark 1988: 70), its use is, from my perspective, perfectly justifiable with any Anglicism type. I will therefore move on to discussing the other strategies used in translating Overt lexical borrowings.

The next-most used strategy, instead of being Transference, was Omission. Several words that could have been transferred to the English translations as they were, were omitted

from the text completely. Sometimes the entire sentence was missing, sometimes only parts of it, and sometimes the word was omitted because the matter at hand was expressed in different words. From Vimma online store, I found an example of omitting an Overt lexical borrowing: *design*. In the original Finnish description of a piece of clothing, it was mentioned that the design was by a certain (Finnish) designer. The English translation was roughly literally translated, but the mention about the designer had been left out. (Vimma 2019) I hypothesize that this is due to the translator not believing that the name of the designer would be of any significance to the English-speaking customers or even, believing that Finnish names in the translation would somehow make the product seem too foreign and thus unappealing to them. This train of thought leads to interesting conclusions – (1) The company believes that Finnish-speaking customers have a positive reaction to seeing a Finnish designer name in the store and that (2) English-speaking customers do not have a positive reaction to seeing a Finnish name in the store. It can thus be hypothesized that foreignness is seen as alienating and domesticity as an asset in this sense. Nevertheless, *design* was merely a casualty in the omission process.

Another example of omitting an Overt lexical borrowing is the word *unisex* in AARREkid store. *Unisex* was omitted together with other words from the English translation, which was left considerably less informative. The original Finnish version included a few sentences about styling suggestions as well as the product's print and fit, followed by more detailed information about the material and the manufacturing process. In the English version, only the material and manufacturing information was left in place and the rest left out altogether. (AARREkid 2019) It seems that the company believes that Finns are more likely to purchase their products, meaning that the information given to them is prioritized. The lack of full translations may also be due to more technical reasons – for example, the lack of time or a skilled translator. As discussed in section 5.2.1, the true reason behind using Omission as a translation strategy can only be speculated on. Based on the examples presented above, it seems that Omission was not used with Overt lexical borrowings for the more obvious reasons, such as limited space or an unresolvable translation problem.

The final translation strategy used in translating Overt lexical borrowings was Synonymy. Synonymy was used in two cases, with the Anglicism *label* and the Anglicism *ekologinen valinta* (*an environment-friendly choice*). For example, in the KiddoW online store, *label* in the Finnish text was translated to *tag* (KiddoW 2018). It is difficult to speculate on why the translator has not transferred the English word to the English text but has changed it to another word, presumably synonymous in their view (even though, as discussed in section 5.2.6, *label* and *tag* are not fully synonymous words). It is possible that the English text was written by a different person than the original Finnish text. Perhaps the translator had not seen the original Finnish text at all, thus having no knowledge of which expressions were used and being only given (presumably in Finnish) the main points that the translation must cover. This would understandably lead to divergence between the texts. All things considered, it seems that the strategy of Synonymy was used quite unconsciously, resulting in there being no particular reasons for choosing it as a strategy. The apparent reason for using Synonymy is to avoid repetition (Chesterman 1997: 101), which is not valid in the case of Overt lexical borrowings since, in both cases, the Anglicism only appeared once.

Three translation strategies were not used at all with Overt lexical borrowings. Couplets was most likely not used because there were no translation problems significant enough to require several translation strategies, and because there were no compounds in Covert lexical borrowings. The strategy of Cultural filtering was also not used. Both of the two above-mentioned strategies are normally applied to cultural words (Newmark 1988: 91, Chesterman 1997: 108) – them not being used is a sign of Overt lexical borrowings not being culture-specific Anglicisms in the material of this thesis.

In conclusion, Overt lexical borrowings have been translated using roughly the same strategies as other Anglicism types. The two leading strategies, Omission and Literal translation, were the other way around with this type category. The only remarkable difference to the overall division of strategies was that Couplets, the third most used strategy overall, was not used at all in translating Overt lexical borrowings. Couplets, in my opinion, is used to solve quite significant translation problems – problems, that cannot be solved using the basic strategies but require two or more of them combined. It can thus

be concluded that there were no significant translation problems encountered in the translation of Overt lexical borrowings – this is undoubtedly due to the fact that their English stem word is so clearly visible that translating them does not require special measures. Another difference between the overall division of strategies and the strategies used to translate Overt lexical borrowings is that Synonymy was used slightly more in this category. The reason for the use of Synonymy can only be speculated on, but I suggest that one possible reason could be that the translator had not written the original Finnish text and had possibly not even seen it, thus not knowing which exact words had been used.

Since Literal translation and Omission are the two most used strategies with only a 6 % difference, it can be concluded that no leading translation strategy for the translation of Overt lexical borrowings was found.

5.3.2 The strategies used in translating Covert lexical borrowings

The next Anglicism type category, Covert lexical borrowings, has a total of 4 words. Two of them were translated using the strategy of Literal translation, one using Omission, and one using Couplets. Transference, Cultural filtering and Synonymy were not used at all.

The category of Covert lexical borrowings also somewhat follows the overall division of strategies (see Figure 1). The three strategies that were used the most overall were the only three strategies used in this type category. Literal translation was used in 50 % of the translations (23 % overall, see Figure 1), Omission in 25 % (28 % overall, see Figure 1) and Couplets in 25 % (21 % overall, see Figure 1) of the translations. The most noticeable difference is that Literal translation was used quite a bit more than the other strategies.

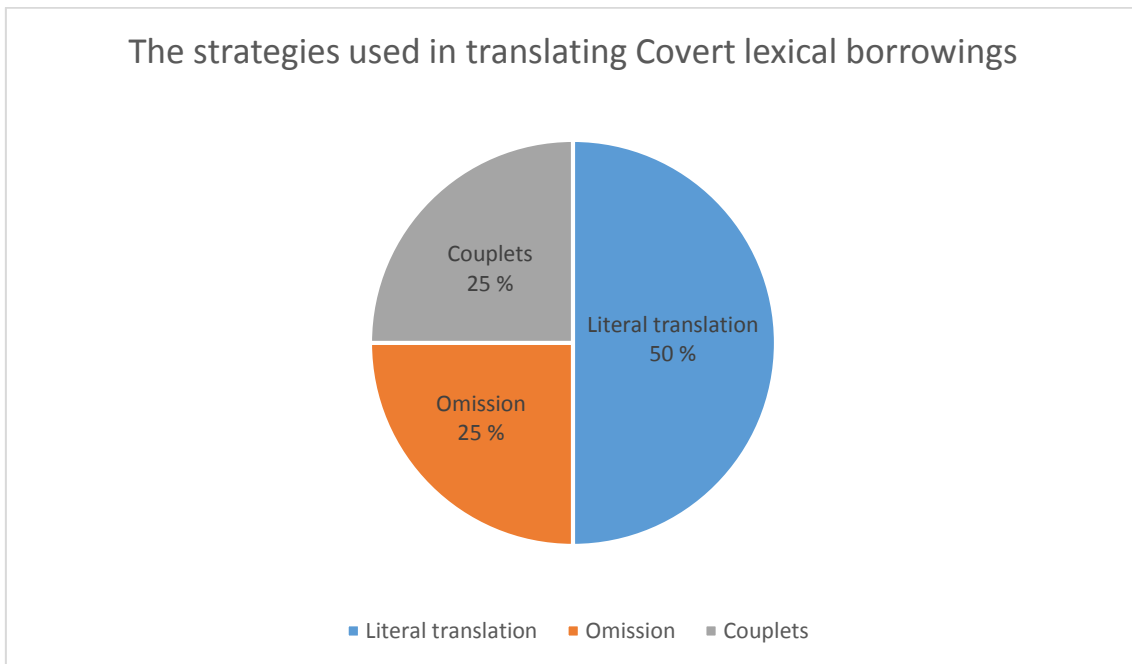


Figure 3. The strategies used in translating Covert lexical borrowings

Covert lexical borrowings are, unlike Overt lexical borrowings in the previous section, Anglicisms whose English origin is not obvious to the native speaker (Gottlieb 2005: 164). For example, the Anglicism *tuubihuivi* would undoubtedly confuse a native speaker since its direct translation, *tube scarf*, is not the most established term for the item in English. Translating Covert lexical borrowings might therefore be a more challenging task. I would assume that translating them requires using various strategies and possibly combining several of them. For example, with the compound *tuubihuivi*, the word *tuubi* would possibly need cultural filtering whereas *huivi* could be literally translated – the strategy would thus be Couplets. It can be seen from Figure 3 that this assumption is not entirely correct – Literal translation was, again, the most used strategy. This does comply with my original assumption of Literal translation being the most used strategy overall.

Omission was one of the two other strategies used in translating Covert lexical borrowings. It was used in translating the Anglicism *svetari* (*sweatshirt*), which appears in AARREkid online store. It was omitted for the same reason as the Overt lexical borrowing *unisex* in the previous section – because the English item description offers

the reader less information than the Finnish one (AARREkid 2019). It can thus, again, be hypothesized that the shortness of the translation is due to, for example, the lack of time or manpower. Nevertheless, the Finnish customers were, again, prioritized over the English-speaking ones, even if temporarily so. Also, Omission was, again, not chosen as a translation strategy because of unsolvable translation problems or lack of space.

The other second most used strategy was Couplets. It was used with the Anglicism *frillat* (*frills*), which was translated to *frill*. *Frillat* was thus literally translated but it was also changed from plural to singular form. Therefore, two strategies, Literal translation and Shifts or transpositions, were used. The transformation was due to a change in clause structure (KiddoW 2018). This can mean that there was a translation problem and the translator changed the clause to eliminate the problem. The problem could have regarded some other word in the sentence, too, meaning that *frillat* changed simply in the midst of solving another problem. It is also possible that *frillat* itself was the translation problem – the true reason can only be speculated on.

Quite a few translation strategies were not used at all in translating Covert lexical borrowings. It can be hypothesized that Transference was not used because none of the Covert lexical borrowings could be transferred to the English text as they were. Cultural filtering could have, in my opinion, been used in translating at least the word *svetari*. However, since *svetari* was omitted together with several other words, Cultural filtering was not used at all because there were no other particularly culture-specific Anglicisms in this type category. Synonymy was most likely not used because there was no need to escape repetition.

In conclusion, the most noticeable difference between the overall division of strategies and the strategies used in translating Covert lexical borrowings is that Literal translation prevails as the dominant strategy with half of all translations. Omission was used with a quarter of the Anglicisms in this category, whereas overall, it was the most used strategy. I assumed that Covert lexical borrowings, due to their English origin not being obvious to the reader, would prove problematic for the translator. This assumption was at least somewhat incorrect since most of them were translated using Literal translation.

According to Newmark (1988: 70), Literal translation is normally used when there are no translation problems. The rest of Covert lexical borrowings were, however, translated with the strategies of Omission and Couplets. These two strategies are, in my opinion, used for the most severe translation problems. In my analysis in the previous paragraphs, I came to the conclusion that both Omission and Couplets were not necessarily used in order to solve particular translation problems but for other, non-related reasons. It can therefore be argued that the Covert lexical borrowings in my material were relatively effortless to translate.

Since Literal translation was used in half of all translations, it can be said that it is the leading strategy in translating Covert lexical borrowings.

5.3.3 The strategies used in translating Loan translations

The Anglicism category of Loan translations consists of only two words. One of them was translated by using the strategy of Omission and the other one with Transference. Literal translation, Couplets, Cultural filtering and Synonymy were not used at all.

As shown in Figure 4 below, Loan translations were translated with the strategies of Omission and Transference. Omission is the most used and Transference the fourth most used strategy overall (see Figure 1). In this category, 50 % of all translations were done using Omission (28 % overall, see Figure 1) and 50 % using Transference (12 % overall, see Figure 1).

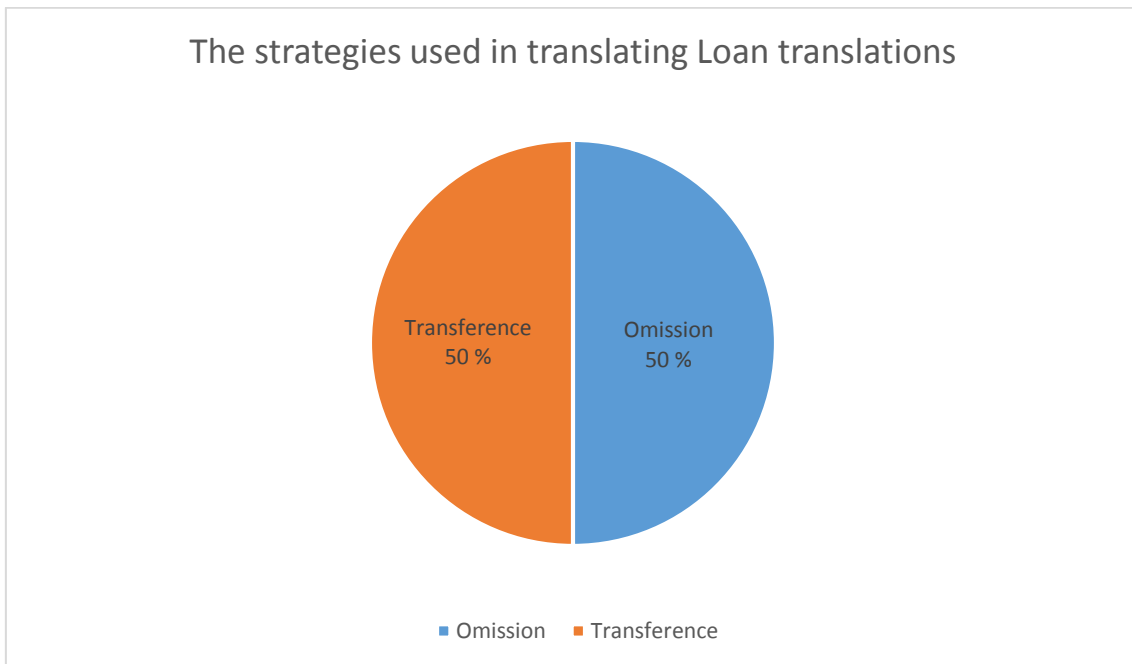


Figure 4. The strategies used in translating Loan translations

Loan translations, the smallest type category in this thesis, includes Anglicisms that are, for example, compounds of several Anglicisms. For example, *frilla body* [sic] is a compound of two Anglicisms: *frilla* (*frill*) and *body* (*body*). The other Anglicism in this category is *fotoprintti* (*photo print*), which is a combination of *foto* (*photo*) and *printti* (*print*).

I assume that the translation strategy chosen to translate a Loan translation depends on the two or more individual Anglicisms that are a part of the compound, not necessarily the compound itself. I therefore presume that there will be great variation in the chosen translation strategies. This assumption, unfortunately, cannot be proven correct or incorrect in this thesis, since, the category only has two words. Given the percentages of the overall division of strategies, it would be justified to assume that the two strategies used would be Omission and Literal translation.

The above-mentioned assumption is partially correct since one of the Loan translations was translated with the strategy of Omission. In Vimma online store, the Anglicism

fotoprintti was omitted from the English translation altogether. The English translation is shorter than the Finnish one, with several details about the piece of clothing omitted. (Vimma 2019) Since various other parts of the text were removed as well, I suggest that, once again, Omission was not used because there were severe translation problems or lack of space. The English-speaking customers were, again, provided with less information than the Finnish-speaking ones.

The other Loan translation, *frilla body*, was translated with Transference. It was transferred directly to English, resulting in a translation that can be deemed as incorrect since *frilla* is not an English word. It could have, however, been modified into such by omitting one letter. *Body*, on the other hand, is an English word and is a prime example of an English transfer that can be transferred back to English as it is. The reason for transferring *frilla* to English can only be speculated on – perhaps the translator was not aware of the correct translation and thought that *frilla* is an English word in itself. This could lead to the conclusion that the translator was not a professional.

Many of the translation strategies were not used at all in translating Loan translations. This is a given since, as mentioned before, there were only two words in this category. It is therefore impossible to make any concrete conclusions about the translation of Loan translations back into English. It can, however, be determined that the strategies used to translate them do not differ significantly from the overall division of strategies since Omission was, again, one of the most used strategies. The only remarkable difference is that Transference is used much more often than in other categories. I will not make any profound claims about the reasons behind this since the very limited number of Anglicisms in this type category inevitably causes distortion in the percentages.

Due to the lack of words in this type category, there was no leading translation strategy discovered for the translation of Loan translations.

5.3.4 The strategies used in translating Hybrids

In the Anglicism category of Hybrids, there are 11 words with one of them, *frillahihat*, listed twice. The most used translation strategy with 6 translations was Couplets. It was followed by Omission with 4 translations and Literal translation with 2 translations. Cultural filtering was used once. Transference and Synonymy were not used at all.

Couplets was used in 46 % of the translations (21 % overall, see Figure 1), Omission in 31 % (28 % overall, see Figure 1), Literal translation in 15 % (23 % overall, see Figure 1) and Cultural filtering in 8 % (7 % overall, see Figure 1) of the translations. Couplets is the third most used strategy overall, but in translating Hybrids, it was the most used one. It was closely followed by Omission and Literal translation, the two most used strategies overall. Cultural filtering follows with 8 %, which is close to its overall percentage.

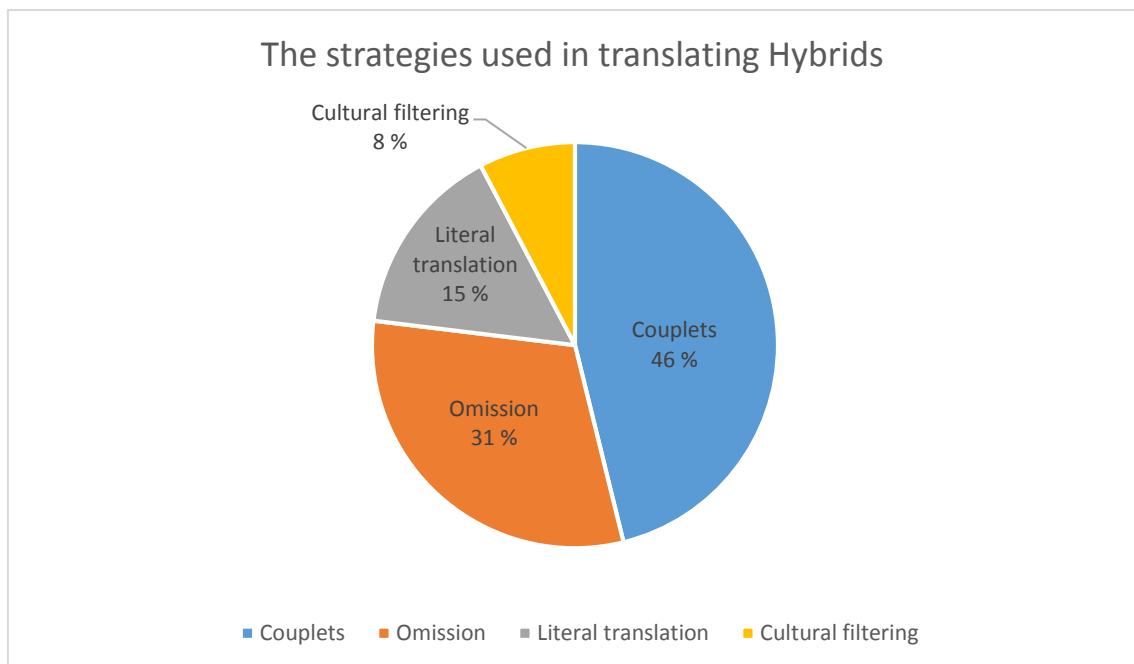


Figure 5. The strategies used in translating Hybrids

The Hybrids in the material of this thesis are partial borrowings, meaning that they consist of an Anglicism and a Finnish word. For example, *frillahihat* consists of the Anglicism *frilla* (*frill*) and the Finnish word *hihat* (*sleeves*). I therefore believe that it is justified to assume that translating Hybrids requires several translation strategies, possibly Transference if the Anglicism is an English word together with Literal translation to translate the Finnish word. Literal translation could be used alone in translating Hybrids such as *frillahihat*, where neither word is transferrable. Therefore, the most used strategies would be Couplets and Literal translation.

As assumed, Couplets was the most used translation strategy in translating Hybrids. It was used in, for example, GuGGuu store with the Anglicism *frillahihat* (*frill sleeves*), which was translated to *frilla sleeves* (GuGGuu 2018). Two strategies were therefore used: Transference with *frilla* and Literal translation with *hihat*. Transference and Literal translation was one of the most used strategy pairs in Couplets (see Table 5). The other one was Transference together with Explicitness change. An example of this strategy pair is the translation of *baggy-malliset*, which was translated to *baggy* in Vimma online store (Vimma 2019). *Baggy* was first transferred, hence the strategy of Transference, but then another procedure took place: the ending *-mallinen* (*style of something*) was omitted. The corrective was omitted because the translator did not believe that the English-speaking customers need the extra information of *baggy* referring to a certain style of pants – they believed that the name of the style is sufficient. It seems that Couplets was used with two kinds of Hybrids – compounds where the Anglicism was “wrongly” transferred (such as with *frillahihat*) and Anglicisms that appeared with a corrective (such as *baggy-malliset*).

Unexpectedly, instead of Literal translation, Omission was the second most used strategy. An example of omitting a Hybrid was *frillakoristeet* (*frill decorations*) in Vimma online store. *Frillakoristeet* was left out because the sentence was rephrased. The item’s description began with a short introduction. The mention about the frills was already in this introduction in the English version, whereas in the original Finnish version, the mention about the frills came a bit later, separately. (Vimma 2019) The descriptions are almost the same length, 19 words in the English version and 20 words in the Finnish version (Vimma 2019), so it does not seem that the omission was done to shorten the

translation. It seems that the Anglicism was not omitted on purpose, but simply got left out because the sentence was rephrased. It is, however, possible that the translation posed an unsolvable translation problem for the translator – this can only be speculated on, but it does not seem likely since the Anglicism is not, in my opinion, that complex.

Literal translation was the third most used translation strategy in translating Hybrids. It was only used in the translation of two Anglicisms. These Anglicisms were different kinds of compounds: the other was *frillahihat* (*frill sleeves*), which is a compound of an Anglicism and a Finnish word. The other was *haaremi mallinen* (*harem style*), where an Anglicism and a Finnish corrective were combined. *Haaremi mallinen* was thus seen as being different than, for example, *baggy-mallinen*, in which the corrective *-mallinen* (*style of something*) was left out of the translation. It can be hypothesized that in the eyes of the translator, *baggy* is a more common expression for drop-crotch pants for the English-speaking customers – they do not need the corrective to understand what it refers to whereas with *harem*, they do.

The final translation strategy used in translating Hybrids was Cultural filtering. The strategy was used with one Hybrid: *bodyhaalari*. *Bodyhaalari* is a combination of the Anglicism *body* and the Finnish word *haalari* (*overall*). Since the literal translation, *body overall*, is not suited for the English language, it was replaced with *jumpsuit*, a word better suited for the English-speaking customers in the translator's point of view. It is a matter of opinion whether *jumpsuit* is an equivalent translation for *bodyhaalari* – in my opinion, a jumpsuit is thicker, and it has a hood and a zipper. A *bodyhaalari* has buttons or snaps, is not as thick and does not have a hood. In my view, a *playsuit* would have been a more equivalent translation. However, it is also a matter of opinion whether *bodyhaalari* is the correct term for the piece of clothing in Finnish to begin with. It could also be called a *leikkipuku*, which is a literal translation for *playsuit*. Given the obscurity regarding the terms, it can be argued that Cultural filtering was, in fact, used because of terminological confusion; not because Hybrids need to be culturally filtered to fit the culture they, at least in part, originally stem from.

In conclusion, the strategies used to translate Hybrids differ from the overall division of strategies much more than the previous Anglicism types. As suspected, most Hybrids were translated using two or more strategies, undoubtedly because they themselves consist of several words. Therefore, the most used strategy was Couplets. Within Couplets, Transference and Literal translation were the most used strategies – if they were taken into account as separate strategies, the division of strategies in translating Hybrids would be somewhat different. Unlike what was expected, Omission was the second most used translation strategy. The reasons for omitting words did not differ from the reasons for omitting other types of Anglicisms – the omission seemed to happen for technical reasons, not because of, for example, lack of space. The third most used strategy was Literal translation, one of the most used strategies overall. The lower use of Literal translation with Hybrids can be a sign of them being more difficult to translate, most likely because they require the translator to tackle two words at once. The final strategy was Cultural filtering, which is not a particularly likely strategy for translating Anglicisms – they do, after all, originally come from the culture they are now being translated back into. It was, however, used once with a Hybrid, even though it seems that it was used because there was confusion regarding the original terminology.

It can be determined that Couplets is the dominant translation strategy in translating Hybrids.

5.3.5 The strategies used in translating Pseudo-Anglicisms

The final Anglicism type category, Pseudo-Anglicisms, has a total of 6 words. One of the words, *college (jersey/sweatshirt)*, is listed twice and another one, *collegehousut (sweatpants)*, is listed three times. In translating Pseudo-Anglicisms, Cultural filtering was used in three translations and Omission and Couplets in two translations. Transference and Synonymy were both used once. Literal translation was not used at all.

As can be seen in Figure 6 below, in the Anglicism type category of Pseudo-Anglicisms, the translation strategies used are somewhat different than the overall usage of translation strategies. Cultural filtering was used in 33 % (7 % overall, see Figure 1), Couplets in 22

% (21 % overall, see Figure 1), Omission in 22 % (28 % overall, see Figure 1), Synonymy in 11 % (9 % overall, see Figure 1) and Transference in 11 % (12 % overall, see Figure 1) of the translations. Cultural filtering was the most used strategy, whereas overall it added up to only 7 % of the translations. With Pseudo-Anglicisms, Couplets was one of the most used strategies, whereas overall it was the third most used one. Omission was, again, one of the most used strategies. The only strategy that was not used at all was Literal translation – Pseudo-Anglicisms is one of two type categories where Literal translation was not used at all.

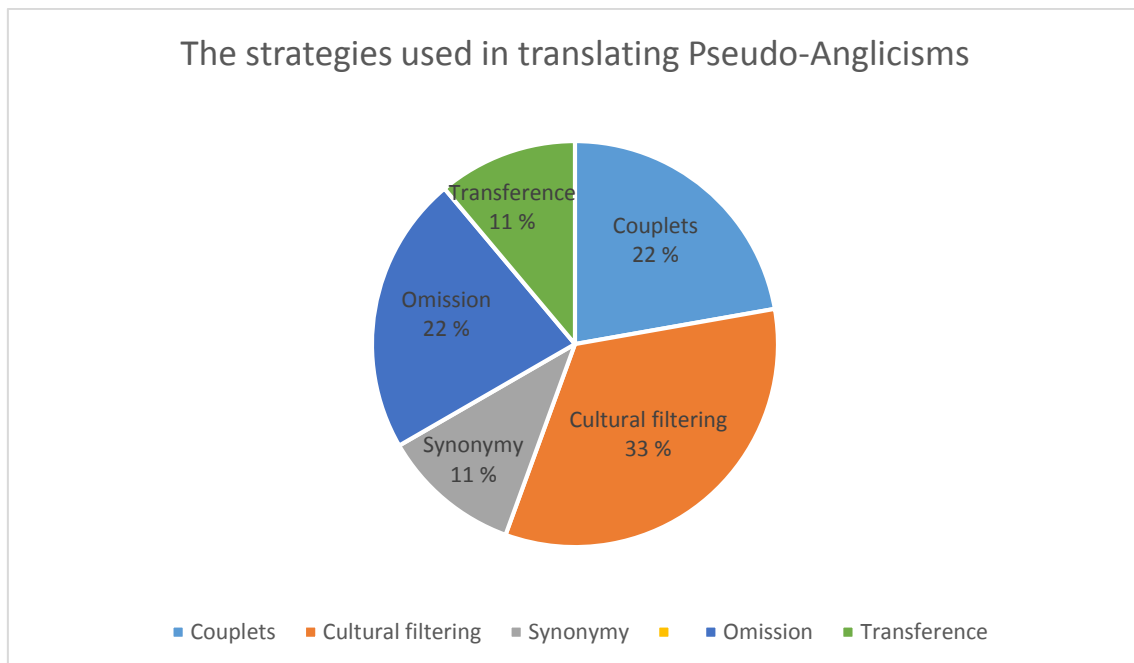


Figure 6. The strategies used in translating Pseudo-Anglicisms

The category of Pseudo-Anglicisms includes all of the Anglicisms from the material that, either partially or fully, consist of the word *college*. As mentioned before, *college* is used in Finnish to describe either jersey or a sweatshirt. In turn, its plural form *colleget* describes sweatpants. (Kotimaisten kielten keskus & Kielikone Oy 2018) The word undoubtedly stems from the signature sweatshirts of colleges and universities in

Anglophone cultures and it thus used in Finnish “wrongly”, which makes it a Pseudo-Anglicism. I would therefore suspect that translating *college* back into English requires using the strategy of Cultural filtering, which would entail using a non-cultural equivalent (jersey or a sweatshirt) in the translation. If *college* is a part of a compound, I presume that the strategy of Couplets, combining Cultural filtering and possibly Literal translation, would be used in the translation process.

As anticipated, Cultural filtering was the most used strategy in translating Pseudo-Anglicisms. It was used in the translation of *collegehousut* (sweatpants) and *collegepusero* (sweatshirt). Although Cultural filtering was one of the most used strategies, it is surprising that two other strategies were used just as much, meaning that Cultural filtering was only used in 33 % of all Pseudo-Anglicism translations. The fairly low use of Cultural filtering can be evidence of the fact that the word *college* and its derivatives were actually not seen as culture-specific words by the translators – perhaps meaning that the translators were not professionals.

One of the second most used strategies in translating Pseudo-Anglicisms was Couplets. It was used with two compounds: *joustocollege* (*stretch jersey*) and *luomupuuuillacollege* (*organic cotton jersey*). The strategies used in translating *joustocollege* were Information change and Synonymy whereas in translating *luomupuuuillacollege*, the strategies used were Information change and Transference. Although Couplets was, as anticipated, one of the most used strategies, the strategies that Couplets consisted of were different than I expected. It was also only used with two out of seven compound Anglicisms. It can also be argued that it is much more common for Pseudo-Anglicisms to be translated with the strategy of Information change, since it was done in this type category twice and not once in other categories. Given that there was less information provided for the English-speaking customers, it seems that either Pseudo-Anglicisms in Finnish require more explaining than their English translations or, the Finnish customers are seen as more potential buyers and giving information to them is thus prioritized.

The other second most used translation strategy in this Anglicism type category was Omission. It was used in the translation of two words: *collegehousut* (*sweatpants*) and

collegehaalari/jumpsuit (a jumpsuit). Both English translations only had material descriptions, and the longer, more specific item descriptions were missing completely. I suggest that this was due to the products being so new that the English translations just had not been completed yet. It is thus clear that the two Anglicisms were not omitted due to space restrictions or unsolvable translation problems, but presumably simply for time-related issues.

The fourth strategy used in translating Pseudo-Anglicisms was Transference. The use of Transference was a surprise to me since all Pseudo-Anglicisms in my material had a Finnish culture-specific word: *college*. I would therefore have thought that Pseudo-Anglicisms could not, or would not, be transferred into the English language without any alterations. Still, one of them, *college*, was. My hypothesis is that the word was transferred because the translator was not aware of it being a culture-specific word or simply because they did not believe it was important. These suggestions might, again, lead to the conclusion that the translator was not a professional.

In conclusion, Pseudo-Anglicisms differs from other Anglicism type categories in two ways – Cultural filtering was used considerably more often than in other categories and Literal translation, the second most used strategy overall, was not used at all. The intensive use of Cultural filtering means that the Pseudo-Anglicisms in my material were more culturally bound than other Anglicisms. The non-existent use of Literal translation is due to all Anglicisms that have been directly transferred from English and then transferred back, like *college*, which appears in each Pseudo-Anglicism, being categorized as Transferences. Transference describes the actual method of translation better – Literal translation is the act of finding correspondents in another language where grammatical equivalents exist hardly ever (Newmark 1988: 69–70). Therefore, Literal translation was not used as a strategy at all.

It can be argued that for Pseudo-Anglicisms, there is a dominant translation strategy – Cultural filtering.

6 CONCLUSIONS

In this thesis, I studied the translation of Finnish-language Anglicisms back into English in four Finnish online stores for children's clothing. My research questions were (1) What kind of translation strategies are used when translating Finnish-language Anglicisms back into English and (2) Are certain kinds of Finnish-language Anglicisms translated back into English using certain kinds of strategies. My assumption was that Literal translation is the most used strategy, since it is often considered as the default strategy in translation (Chesterman 1997: 94).

The material for this thesis consisted of a total of 44 Anglicisms collected from the online stores of four Finnish children's clothing brands. The brands are GuGGuu, AARREkid, Vimma and KiddoW. They are all considered high-quality clothing manufacturers and their items are very popular among parents. I examined all four online stores and listed all of the Anglicisms that appeared in the item descriptions of children's clothes.

As the first part of my research method, I categorized the collected Anglicisms according to a categorization by Henrik Gottlieb (2005: 164–166) in order to have a better understanding of what kind of Anglicisms I had collected. In my analysis, I discovered that most Anglicisms were Overt lexical borrowings, to be more exact, new words or new multi-word units. This means that most Anglicisms in my material were either direct borrowings or borrowings with a naturalized spelling. Other Anglicisms were Hybrids (combinations of a Finnish word and an Anglicism), Pseudo-Anglicisms (semantic slides, English words used “wrongly” in, in this case, Finnish), Covert lexical borrowings (not obvious Anglicisms) and Loan translations (compound substitutes and multi-word substitutes) respectively. I had now studied the different types of Anglicisms in my material.

In order to answer my first research question, I had to also study translation strategies. I listed the strategies introduced by Peter Newmark (1988: 68–90) and Andrew Chesterman (1997: 92–112). As the second part of my method, I categorized the collected Anglicisms by the translation strategy that was used to translate them. After studying the

strategies, I discovered that most Anglicisms were translated using the strategy of Omission, which is the act of removing the word altogether. Omission was used with more than a quarter of all Anglicism translations. The following strategies were Literal translation (translating to the closest equivalent), Couplets (using two or more strategies), Transference (transferring the word into the target text as it is), Cultural filtering (adapting a cultural word into the norms of the target language) and Synonymy (using a synonym in the translation), respectively. In the light of this research, my original assumption of the most used strategy being Literal translation, was thus incorrect. The most used translation strategy was Omission. The answer to my first research question, what kind of translation strategies are used when translating Finnish-language Anglicisms back into English, is therefore: with the six different strategies listed above, Omission being the most used one.

I had now categorized the collected Anglicisms twice: first by their type and second, by the translation strategy used in their translation. I had also answered my first research question. In order to answer my second research question, are certain kinds of Finnish-language Anglicisms translated back into English using certain kinds of strategies, I cross-referenced the Anglicism type and the translation strategy used in its translation. I found out that the answer to my second research question is: partially yes. Three out of five Anglicism types (Covert lexical borrowings, Hybrids and Pseudo-Anglicisms) were mostly translated using certain translation strategies (Literal translation, Couplets and Cultural filtering). The differences between the amount of uses were, however, not very significant. In researching the translation of Overt lexical borrowings and Loan translations, no leading strategies were found. It is worth mentioning that the amount of translation strategies used to translate the Anglicisms from each type category was quite high. In short, even though it was possible to identify the most used translation strategies in over half of the Anglicism types, it cannot be unquestionably asserted that certain Anglicisms are always translated using certain strategies - it can merely be determined that some strategies, in translating some Anglicism types, are more commonly used than others.

The more in-depth analysis in the previous chapter revealed that the translation strategies were not always used for the reasons that Chesterman (1997: 92–112) and Newmark (1988: 68–90) suggested – especially Omission and Synonymy, as discussed in, for example, sections 5.2.1 and 5.2.6, were used due to various reasons. Based on the research conducted in this thesis, I agree with the notion (see section 5.2.1) of Omission not being a translation strategy in principle, but more of a choice that the translator is forced to make, even though I originally list it as a translation strategy in the same section. Omission was not, in the case of this thesis, used to solve translation problems. The Anglicisms were omitted for other reasons, such as the translations being shorter than the original, Finnish texts. The strategy of Synonymy, on the other hand, was not used for its suggested reason of avoiding repetition since the Anglicisms that were translated using Synonymy only appeared in the text once.

The English translations' shortness also brings forth another issue: are Finnish-speaking customers valued more than English-speaking ones? Probably not, but it is clear that they are somewhat prioritized. The majority of the companies' customers undoubtedly consists of Finnish-speakers, which makes it understandable that the company prioritizes providing them with the necessary information in, for example, situations where they have to choose which text to produce in full due to time limitations. There was, however, an example of omitting a Finnish designer's name from the translation (see section 5.3.1), which can be a sign of there being other reasons for omitting Finnishness from the translations, too. It seems that foreignness (a Finnish name in an English text) is not seen as a positive attribute, at least in the minds of Finns when the foreignness is in Finnish to English-speakers. These findings somewhat contradict the notion that English, that is, foreignness, creates positive images in the minds of consumers (see section 2.3). It is therefore likely that foreignness is only seen as positive in business if the foreignness is English. This, in turn, is in line with the statement that seeing English in, for example, advertising, creates the same mental images than seeing one's own mother tongue (Nederstigt & Hilberink-Schulpen 2018: 5). English being equal to one's mother tongue in some cases is evidence of the extremely strong position of English as the world's *lingua franca*. In short, it can be concluded that English is not seen as foreign by non-English speakers.

The analysis in the previous sections leads me to suggest that there were no severe translation problems encountered in the translation of Anglicisms. I base this on the rather heavy use of Literal translation, which is strategy that is chosen when there are no translation problems (Newmark 1988: 70). The amount of Omissions done for technical reasons and the Literal translations used as parts of Couplets somewhat distort the figures, meaning that Literal translation was indeed used quite extensively. There was, however, also quite a bit of variation in the strategies – a lot more strategies were used in translating Anglicisms than I expected. Some of the strategies, such as Synonymy and Transference, led to seemingly wrong translations. I hypothesize that some of the online stores featured in this thesis were not translated by professional translators.

The study at hand has some issues. First, the amount of data is too limited for making any universally applicable conclusions. One of the Anglicism type categories only has two words (see section 4.3.3), which inevitably makes the percentages of used translation strategies 50 % and 50 %. This causes distortions in the overall division of strategies, as well. I do not, however, see the small amount of data as a particularly serious problem – I have still been able to answer my research questions and provide at least indicative information about the translation of Anglicisms back into English. The second issue with the study is the fact that no contact with the clothing companies was made. It would have benefitted my study to have information about the translation processes and, for example, about whether the companies used professional translators or not. Due to time restrictions and the companies' reluctance to take part in the study, I was forced to restrict some of the analysis to my personal observations and hypotheses. Again, this did not prevent me from meeting my original objective of answering my research questions.

The aim of this research was to provide more information about the translation of Finnish-language Anglicisms back into English. After successfully answering my research questions, I believe I have done just that. I have hopefully contributed to the field of translation studies and helped translators have a better grasp of the formation, use and reception of Anglicisms as well as of the different translation strategies that are used and that could be used in the process of translating them. I hope that in the future, this

awareness will lead to solid, equivalent translations and encourage business owners to hire professional translators to translate their websites. This research could be developed further by conducting more research with more data, possibly in cooperation with the original authors and the translators of the data. The translation of Anglicisms back into English has not been studied very extensively in the past, which means that any scientific interest towards the subject will help translators create the best possible translations in the future.

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